# THE COIN MACHINE REVIEW

***THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY***

•

*April, 1949*


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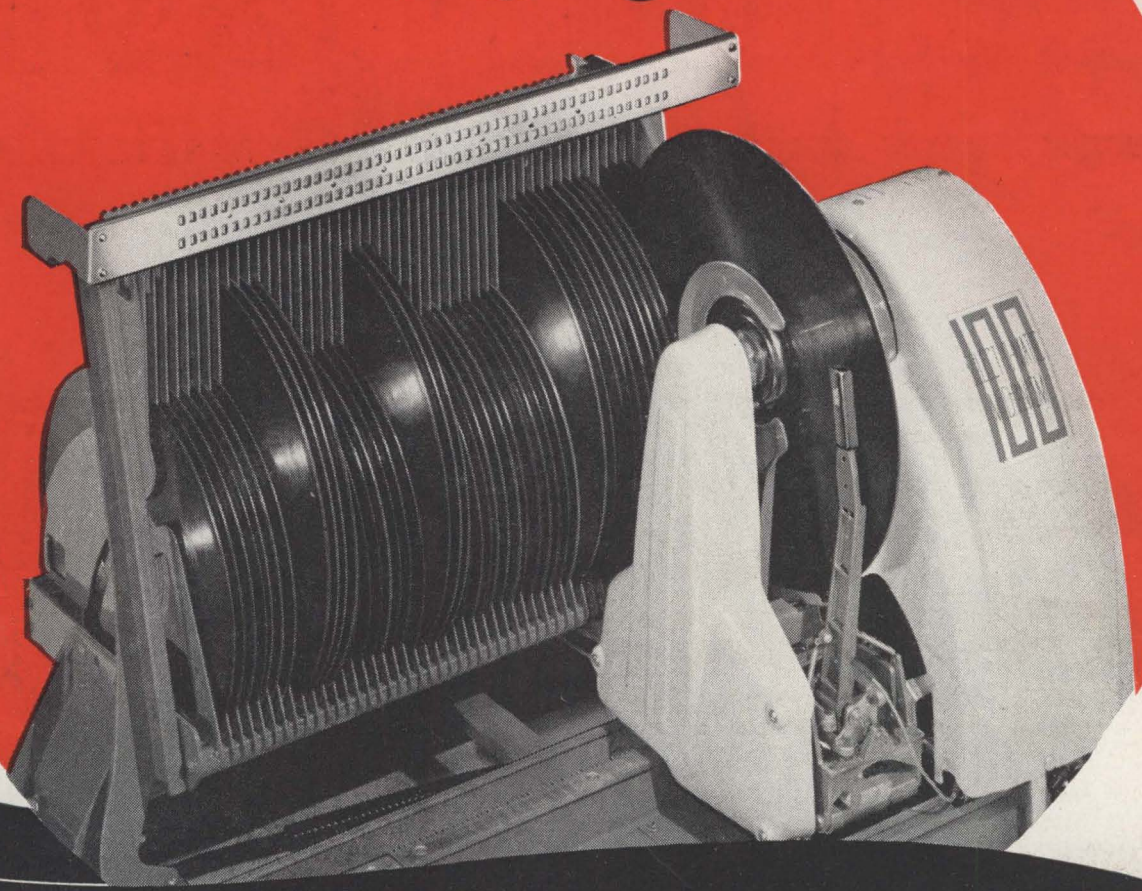


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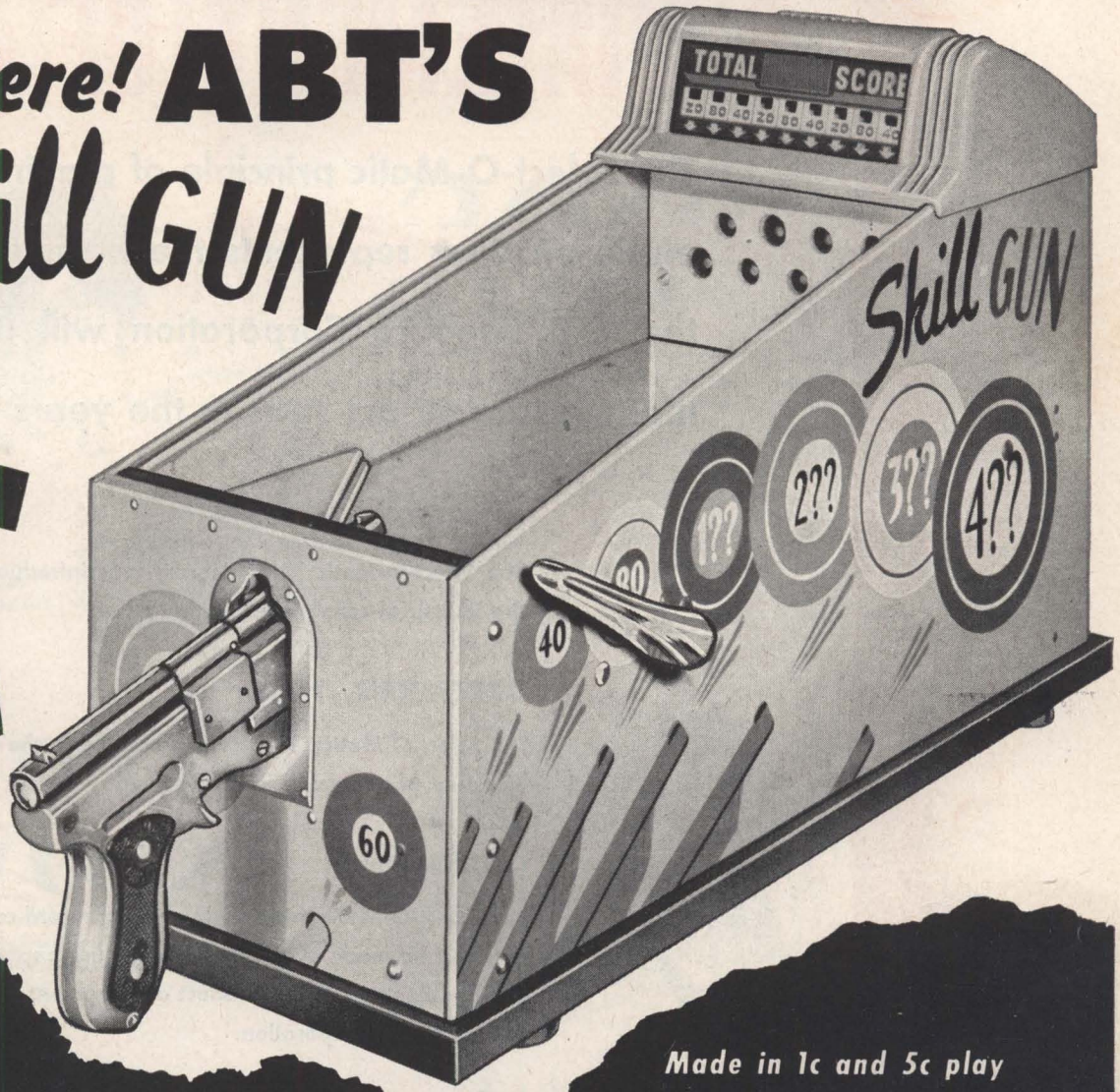


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# A STATEMENT OF POLICY

**The Select-O-Matic principle of playing recorded music on discs represents the basis upon which the J. P. Seeburg Corporation will design and manufacture its products in the years ahead.**

**1 DECEMBER, 1947—**

The Select-O-Matic "200" Library was introduced to the industrial-commercial field.

**2 DECEMBER, 1948—**

The Select-O-Matic "100" was presented to the coin-operated phonograph industry.

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The Select-O-Matic principle in varying record capacities will be made available for home use, representing another step in the product development of the J. P. Seeburg Corporation.

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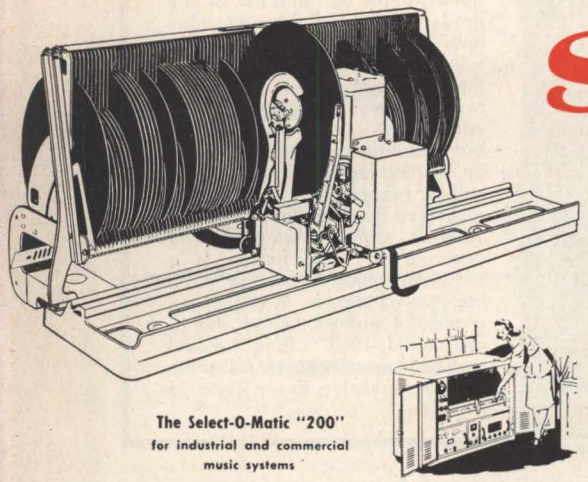

The Select-O-Matic "200"
for industrial and commercial music systems

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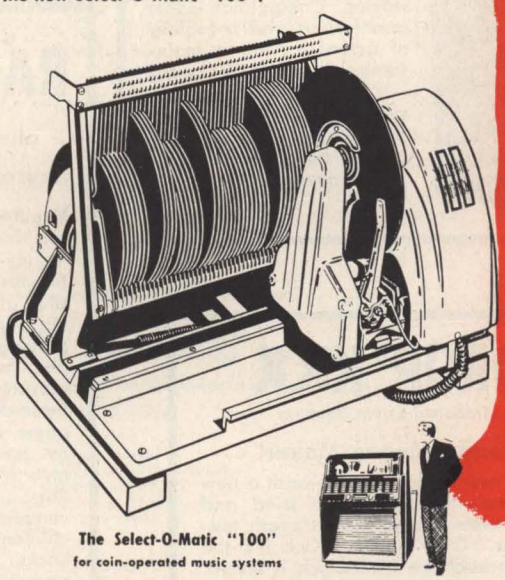
The Select-O-Matic "200" was hailed as "the most revolutionary and widely publicized development in the history of recorded music." Hundreds of thousands saw this remarkable mechanism . . . millions more read enthusiastic newspaper and magazine reports of its amazing performance. Since that time, the Select-O-Matic "200" has proved itself in installation after installation . . . in manufacturing plants and military establishments . . . in stores and on steamship lines . . . in hotels and hospitals . . . in restaurants and skating rinks . . . in fine homes and exclusive clubs . . . in short, wherever selective music was desired by discriminating listeners.

It is this mechanism — recognized — tested — proved — that is the heart of the new Select-O-Matic "100".

## Select-o-matic 100

The Select-O-Matic "100" is more than "just another phonograph" — it is a completely revolutionary kind of music system that offers *more* of everything — *more* selections — *more* public interest — and most of all — greater earning power for the music operator.



The Select-O-Matic "100"
for coin-operated music systems

*These are matters of record — made possible entirely by the Select-O-Matic mechanism — a mechanism that is exclusive with Seeburg — a mechanism that is destined to establish new standards in the entire field of recorded music reproduction.*

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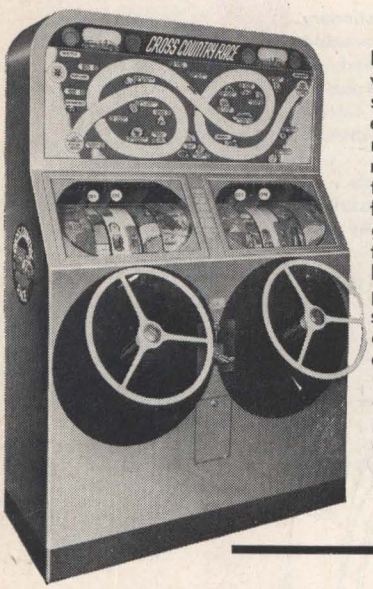


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## DROP KICK

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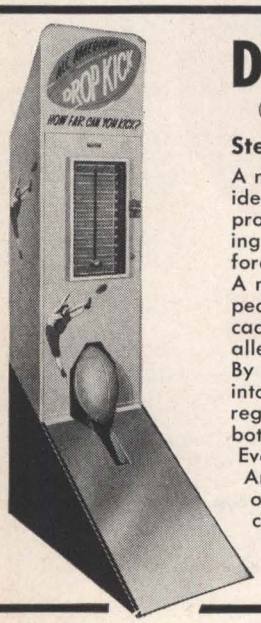


**Steady Money Maker!**

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# THE COIN MACHINE REVIEW

APRIL, 1949

The 189th CONSECUTIVE MONTHLY ISSUE

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# How Big Is The Manufacturing Industry?

## BUSINESS REVIEW . . .

During April there will be a lot of checking up on the first quarter of 1949 to see exactly what is happening to business. Official reports of corporations, government agencies and various financial bureaus will be studied with greater concern than usual. The consuming masses have already reached the conclusion that a recession is under way, whatever the figures may show.

Views among the experts differ chiefly in speculating on how serious the recession may become. All agree the postwar boom was at its peak last year and that some deflation is now taking place; all agree that any leveling off will be marked by reports of spotty conditions, and a lot of people and businesses making less money. But there will also be normal gains in many fields, some of it territorial.

Many of the experts think that normal seasonal influences have begun to show up in business once more, and this is regarded as a sure sign of getting back to normal.

Abnormal weather has been a big factor during the first quarter of 1949 and has shown that weather may change much of the business picture during the year, in its early influence on the prices of foods. The recession actually began a year ago in the break in farm prices, but this trend can be reversed this year by the weather.

Majority opinion in big industries expects 1949 to be a good year but off from the peak of last year; small business will be harder pressed than last year.

Everybody agrees there is a lot of bad psychology in the whole situation. Business men are too much afraid of recession and the feeling is contagious. The mass of con-

*(See BUSINESS REVIEW, Page 12)*

## Census Bureau Reports 1947 Output; Omits Some Important Mach. Groups

CHICAGO—The bigness of the coin machine manufacturing industry is now a matter of record, with the official data released by the Bureau of the Census in its 1947 Census of Manufactures. Recent reports are subject to final amendment when complete tabulations are made, but not much change is expected in present figures.

The 1947 census is the first official check by the federal government since the census of manufacturing in 1939, hence manufacturing in 1947 is being compared with that of 1939. When the government census report was issued on 1939 output, it stated that the industry production value had dropped that year more than $3,000,000 from the output in 1937. In those days a federal census of manufacturing was made every other year, and 1937 was called officially a peak year in coin machine production. How many recall that good year?

The trade will readily agree that 1947 was the best production year since the end of the war, so that the official figures now established will not be a handicap to the Industry because of being based on a poor year.

The data was gathered in a census that almost failed to be a national census. When the Bureau was making its plans, Congress at first declined to appropriate the money for a complete coverage. Then business organizations of all kinds set up a howl that all business needed a new and official census to supply live data on postwar conditions. So Congress finally voted the funds.

The census was taken of manufacturing industries, while a census that will cover retail and service trades, including locations of various kinds has been made since the manufacturing data was taken. The manufacturing data on 1947 was gathered in 1948 and the first release on coin ma-

## The Review Calendar...

### *Important Dates*

April 1 —April Fools' Day.
April 1- 8—National Laugh Week.
April 1- 8—National Leave Us Alone Week.
April 1-30—Cancer Control Month.
April 2- 9—National Baseball Week.
April 3- 9—National Peanut Week.
April 6 —Army Day.
April 10 —Palm Sunday.
April 11-17—Pan American Week.
April 14 —Pan American Day.
April 15 —Good Friday.
April 17 —Easter Sunday.
April 22-28—National Coin Week.
April 24-30—United States-Canada Goodwill Week.
April 25-30—National Donut Week.

### Conventions

Apr. 25-26—Five-State Phonograph Operators Convention, Hotel Radisson, Minneapolis, Minn.
Apr. 24-28—National Assn. of Tobacco Distributors, annual convention and exhibit, Hotel Statler, New York, N. Y.
May 8-12—Super Market Institute, 12th annual convention, Stevens Hotel, Chicago.
June 5-10—National Confectioners Assn., 66th annual convention and 23rd exposition, Stevens Hotel, Chicago.
June 26-29—National Candy Wholesalers Assn., 4th annual convention and all-confectionery exposition, Stevens Hotel, Chicago.
Oct. 24-29—International Assn. of Ice Cream Manufacturers, 45th annual convention, Los Angeles.
Nov. 27-30—National Automatic Merchandising Assn., annual convention and exhibit, Atlantic City, N. J.


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chine manufactures made available in February 1949.

While the bigness of the manufacturing industry shows up in the report, still there are a lot of omissions that detract much from the story. Members of the Industry will recognize quickly what the omissions mean but people in general will take the census figures for a true picture of the total industry today.

Omitted from the manufacturing totals are coin-operated phonographs, refrigerated soft drink vendors, ice cream vendors, penny scales and photographic machines. These machines are all tabulated in other industries, such as the radio and music trade, refrigeration industry, and so on.

The report on 1939 production did say that phonographs, scales, etc., not shown in the coin machine tabulation, amounted at that time to about one-fourth of the grand total of coin machine manufactures in dollar volume. In other words, the report would have shown the manufacturing industry at least a fourth larger if all coin-operated machines had been tabulated in the official release.

Some idea of the dollar value of the omissions may be gained by considering automatic phonographs. Estimates of output in 1947 have placed the total at 80,000 to 85,000 phonographs. Then, phonographs and accessories would have added $5,000,000 or more to the total. Estimates of the 1947 output of soft drink vendors have ranged from 60,000 to 100,000 machines—the estimates being indefinite due to the secrecy around the output of machines made for Coca-Cola Co. All these vendors with refrigeration do not show up in the coin machine total, nor do ice cream, milk and other vendors using refrigeration. Coin-operated washers are also reported in the washing machine industry total.

The 1947 value of coin machine factory output is said to be $57,000,000 in round numbers, and if all types of coin-operated machines were included in the total it would reach at least $70,000,000 for a conservative estimate.

The Census Bureau may estimate the value of these omitted types of machines in its final report, as it did on the 1939 census.

The report will also raise interesting questions about the total number of manufacturing establishments in the coin machine trade. In 1937, the census report said 47 manufacturers; in 1939 the report said 51 manufacturers; and the 1947 report says 73 manufacturing establishments. The data tabulated is based on information supplied by these 73 firms.

Various other estimates of the manufacturing industry in 1947 are also available. A big utilities company gathered data on a number of industries in the Chicago area, including coin machine manufacturers. Coin Machine Institute also gathered statistics on the manufacturing industry in 1947 and a general resume of the data was published in the *Chicago Tribune*, Jan. 15, 1948. The report said that the Industry consists of more than 100 factories that produce coin-operated machines, while there were as many as 1,500 plants that produced parts and accessories for these factories.

The official census does not take into account the allied plants that furnish materials and parts, except to report that coin machine manufacturers in 1947 used materials, fuel, electricity and contract work to the total value of $28,200,000.

The SOURCE BOOK OF THE COIN MACHINE INDUSTRY, in its annual directory lists 815 firms that manufacture some type of coin-operated machine, or parts and accessories directly therefor.

A difficulty shows up in all surveys of an industry, and that is in trying to give a picture of the number of firms that are actively producing at the time of the survey. The Census Bureau checked on manufacture of coin machines for an entire year and hence a big majority of the live firms in the Industry should have been active during that time. The year 1947 continued to show a lively influx of new firms into the manufacturing industry, a trend which had started at the end of the war but which slacked considerably in 1948.

Interesting sidelights on the coin machine trade may be had also by comparing other government reports of 1947 with the report on manufactures. If the total value of the output of coin machines produced in 1947 is officially listed at $56,900,000, then this may be compared with the Bureau of Internal Revenue report for 1947 that total federal taxes paid on amusement and music machines in that year amounted to $19,438,433. Roughly, the trade is paying a


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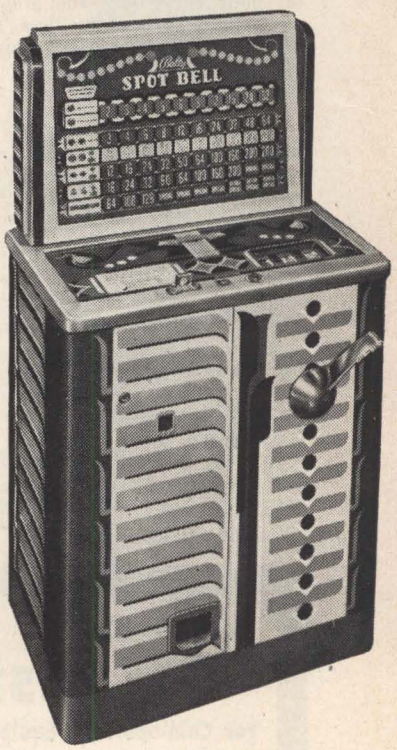
***BRAND NEW!***

**SPOT-BELL**

***CONSOLE***

**With *NEW* SPOTTED SYMBOLS**

Just the game you need to be ready for the Spring Tide . . . The Spot feature in SPOT-BELL gives players extra winners at mystery intervals . . . the single symbol idea is surely the biggest play-getter on the market today . . . Try it yourself and you will see why . . . Built by a firm that has the know-how to originate big ideas like SPOT-BELL . . . There are good reasons why you should let us know your needs early—production is limited . . . Remember, it can be quickly converted to free play-payout.

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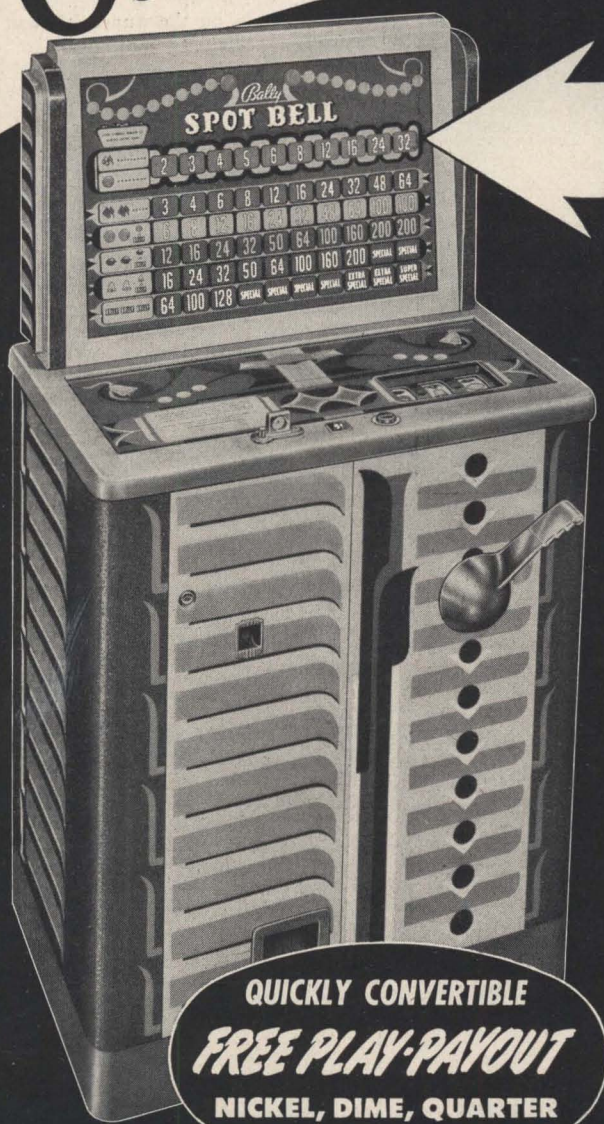
# NOW / A BELL CONSOLE WITH ALL THE EXTRA COIN-APPEAL OF THE FASTEST ONE-BALL GAME

# Bally SPOT-BELL

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SINGLE ORANGE WINNERS

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SINGLE-CHERRY AND SINGLE-ORANGE flash for each coin deposited . . . just like Selections on a one-ball game. When Single-Cherry or Single-Orange remains lit, after flash, symbol remains lit during entire game. Both single-symbols may light . . . giving player two EXTRA EASY WINNERS. Extra coins also advance Odds from 2 all the way up to the big juicy Special, Extra Special and Super-Special. Odds always either advance or remain as high as on previous coin . . . NEVER DROP BACK TO A LOWER BRACKET. No wonder players actually play 8, 10, 12 or more coins before spinning reels! Get your share of the SPOT-BELL profits . . . order SPOT-BELL today!

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total in excise taxes equal to more than one-third of the annual output of its factories.

Exports have been under a handicap since the war, and yet the official figures stack up pretty well for 1947. The total exports for that year were 26,542 machines, estimated to have a value of $5,120,000. Thus, export trade was equal to nearly 10 per cent of the total value of manufactured machines that year.

For comparison, the Census Bureau gives the following tabulation of data on coin machine manufactures in 1947 and 1939:

| | 1947 | 1939 |
|---|---|---|
| Number of factories | 73 | 54 |
| Average No. employees for year | 5,125 | ----- |
| Total wages, salaries | $14,800,000 | ----- |
| Cost of materials, etc. | 28,200,000 | $8,700,000 |
| Value added by mfg. | 28,600,000 | 8,300,000 |
| Value of shipments | 56,900,000 | 17,000,000 |

### Bureau Comment

WASHINGTON—The official comment in the Census Bureau release on coin machine output in 1947 read as follows:

"Manufacturers in the Coin-operated Machines Industry shipped products valued at $56.9 million during 1947, according to preliminary figures released by the Bureau of the Census, Dept. of Commerce. This represents an increase of 235 per cent over the $17.0 million value of products reported by this industry in 1939, when the last Census of Manufactures was taken. Value added by manufacture in the industry during 1947 amounted to $28.6 million, an increase of 245 per cent over the $8.3 million value added in 1939. Value added by manufacture is calculated by subtracting cost of materials, supplies, containers, fuel, purchased electric energy, and contract work from the value of products. For some purposes, particularly for comparing one industry or group of industries with another, it is the most satisfactory Census measure of the economic importance of an industry.

"This industry does not include establishments primarily engaged in producing coin-operated phonographs, scales and balances, refrigerated beverage dispensers, refrigerated ice cream dispensers, and photographic apparatus.

"The average number of production workers in the industry amounted to 4,438 in 1947 as compared with 2,748 in 1939. Wages paid to these employees increased 241 per cent, from $3.2 million in 1939 to $10.9 million in 1947. Twenty-nine of the 73 establishments classified in this industry are located in the State of Illinois. These 29 establishments accounted for over 80 per cent of the total value of shipments by this industry during 1947.

"These statistics are derived from a preliminary tabulation of manufacturers' reports in the 1947 Census of Manufactures. Final and more detailed figures will appear in the Census publication, *Office and Store Machines*, which will be published and offered for sale by the Superintendent of Documents in the near future. Similar preliminary and final releases will be issued for other manufacturing industries during the next few months. Totals for the United States and for each of the States will be issued in April. These will be followed by detailed statistics for States, metropolitan areas, counties, and cities."

### *Battle Over Excise Taxes Gets To Be Partisan Issue*

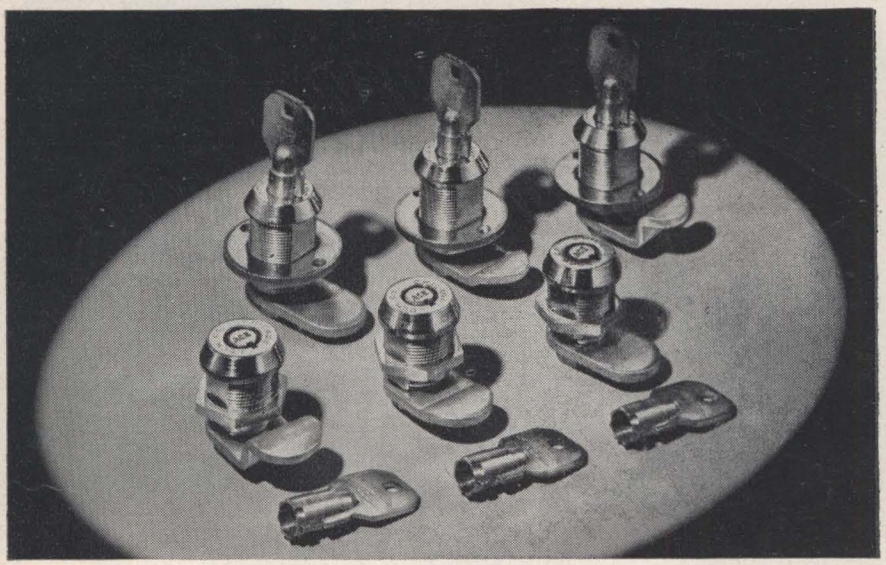
WASHINGTON—The issue of repealing federal excise taxes began to develop into a real political battle by early March. House Republican leaders openly championed the idea of repealing many of the excise taxes. Democratic leaders were put in the position of opposing the repeal of most of these excises.

President Truman was reported to be opposed to removing most of the excises unless some new sources of revenue could be found to replace the taxes repealed.

Since the excise tax issue is becoming largely a partisan battle, it is difficult to make any predictions as to what might be the outcome. In published reports on the suggested repeals, mention was made of the excise fee on bowling alleys, but removal of the federal tax on coin machines has not appeared in the public reports.

### *Another Listing of Weeks*

WASHINGTON — The annual directory of trade conventions and special events, "*What's Doing in 1949*," lists the National Coin Machine Week and the National Automatic Merchandisers Week as special events in 1949. The directory lists these two events as registered with the U. S. Dept. of Commerce by the COIN MACHINE REVIEW. This is good publicity for the National Trade Weeks.

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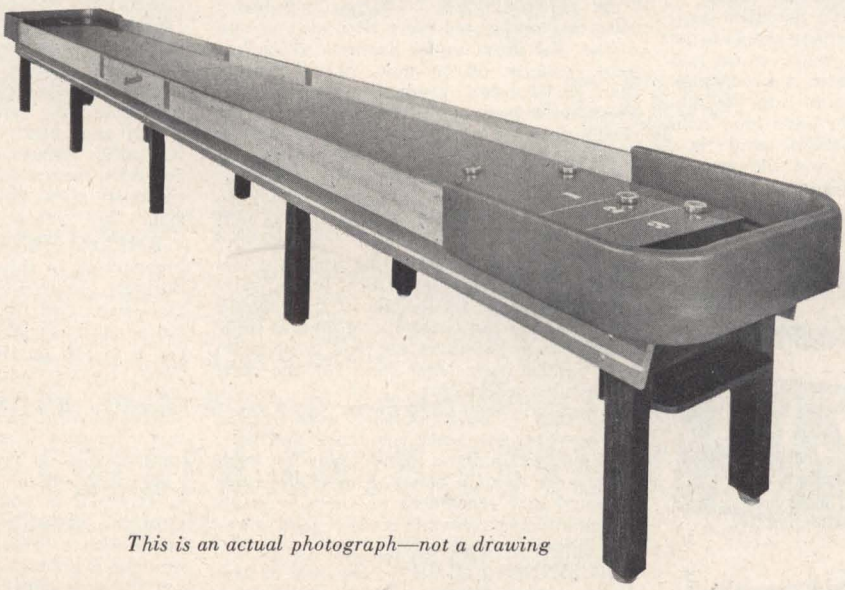

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## BUSINESS REVIEW

*(Continued from Page 7)*

sumers are also very much afraid and this feeling is increased by any rise in unemployment. The smaller centers and suburban districts have been scared much more than the large centers by the increase in unemployment. But there seems no way to remove these fears at present.

Many business leaders are trying to emphasize the props in our national picture that help to prevent a crash, and probably this is the best thing that can be done, for some of these props are holding like Gibraltar.

For operators in the coin machine business, one of the main questions seems to be whether people will put more coins into machines in times when there is a recession, or will they put fewer coins into the machines. Many in the trade have long held the view that the coin machine trade is a depression-proof business, and the present leveling off in general business may test that idea.

For the coin machine trade, the main point to watch seems to be the tide in employment, whether it goes up or down. By the time this issue reaches our readers, the wave of state legislation should be almost over, and then operators can think more about general conditions.

A review of some of the many reports available on various business subjects follows:

**ALLOCATIONS**—This subject has given way chiefly to government stockpiling of strategic materials, and such stockpiling will be chiefly used to prevent price breaks in materials and to keep up employment.

**AUTOMOBILES** — The auto industry must be appreciated more than ever as one of the real props under business which has held strongly up to now. Manufacturers plan on another production record this year, but expect price declines; new credit relaxations are expected to help boost car sales. Operators who may need trucks will find better prices in this type of transportation, although prices on light trucks have thus far dropped little; truck prices will drop faster than car prices. The used car market will show most of the upheaval this year. Auto makers may turn to radically new models later in the year, if sales should begin to sag; the current new models show little change but there are said to be some very radical new ideas held for the time when sales really drop.

**BANKS** — Business loans were gaining in February; insurance companies and RFC continue to increase their loans to business, more so than banks. Financial papers reported that repayment of loans by small manufacturing concerns made a good showing in recent weeks.

**BUSINESS FIRMS** — The rate of new firms is about 28 per cent below the same period a year ago, and the rate of business failures also continues to rise. Montana and West Virginia have recently shown the best gain in new firms; business failures have been highest in the Chicago, Memphis, Carolina and New England areas; rate of failures is at highest level since 1942 but is still not considered alarming. Operators will be concerned in those failures which close up locations. Business brokers report a heavy increase in the number of restaurants, drug stores and taverns for sale.

**CREDIT** — The most recent news in this field was the relaxation in Regulation W by the federal government; views as to whether the move is wise or not differ widely. It helped quickly to boost retail and auto sales but the full extent is not known at this time. Even retailers don't agree on credit, but the recent government move is regarded as a shot in the arm to business.

**CONSTRUCTION** — Keep in mind that a big program of public works is still held in the background for operation if unemployment becomes too serious. The building industry spent more money and employed more people in January than in any January since 1939; February dropped 10 per cent below January but was 14 per cent above a year ago. Letting of private construction contracts is running about 47 per cent above the same period a year ago—a very good sign. State and city contracts for public construction are up about 30 per cent over a year ago, but federal contracts are about 23 per cent off from a year ago.

**EMPLOYMENT** — Much space is being devoted to this important point in the business picture; there has been a definite and sharp rise in unemployment over the nation and official reports on the subject are a month or two behind actual conditions. Experts say unemployment is still well below the danger point, but the year started off with an unfavorable trend under way. Business leaders say it will require mighty effort to reverse the trend.

The test on employment for the nation is expected to come about July; by that time the nation will know whether it is faced with a crisis. The first half of 1948 brought a gradual increase in employment, but the year ended on the downward side. Population is increasing and more jobs will be needed in 1949 than a year ago. Many firms are taking on workers but the trend in layoffs is greater. The *Wall Street Journal* says March and April will show the turning point in the employment situation, and to watch Easter trade, building activity and hiring of farm workers in the South for the real signs.

Many industries and plants are trying to help by cutting the work week rather than layoffs; big firms like Westinghouse are


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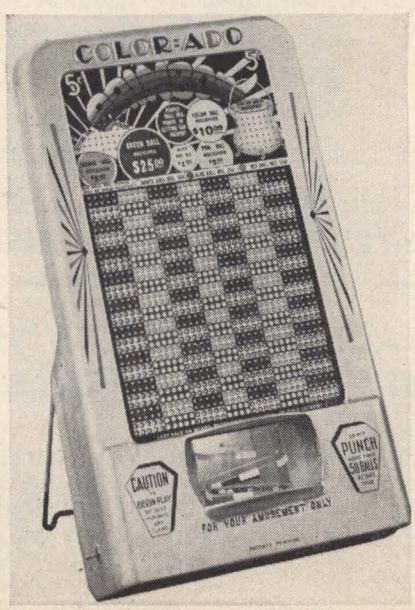


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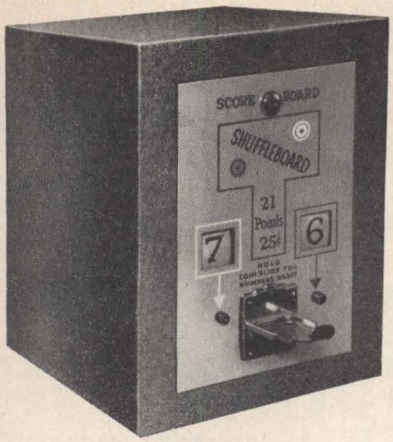


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reported to be in favor of such a plan. The shorter weeks are reported to run about 24 to 32 hours; one big labor union reported that one out of eight of its members is now working only part-time.

**FARMERS** — Business leaders are carefully watching what happens to farm prices, most leaders now agreeing that the big break in farm prices early in 1948 finally showed its effects on all business. New breaks started early this year but adverse weather has recently stalled some of the downward trends; thus, weather will be a big factor throughout the year. Farmers as a class have more cash than ever before but have cut their spending more than industrial workers; they are holding on to their money. Recent breaks in commodities put prices that farmers get far below government support prices—and recent official reports show most farmers prefer to sell at lower prices rather than go through price support red tape. But farmers are planning on bigger crops than ever this year and will put new strains on price supports. Financial papers say farm price supports have proved their worth in preventing a crash.

**FREIGHT** — Important Congressional hearings were held recently on the freight question, but report on final decision was not available for this review. Washington observers say Congress may not act on the basing point issue for two years—may just halt FTC action against firms that use basing point freight pricing during that time.

**FOOD** — Many operators have said they felt people would put more money in coin machines when food prices really dropped. The very latest reports available say wholesale food prices have started to rise again, but there had been official reports of declines in many food prices. Housewives say they can't tell that any real decline has taken place, and so operators are not likely to see coins being put into their machines more freely. Officially, clothing and house furnishings are dropping in price more than foods; rent is still a big item in living costs. Crop reports later in the year will tell the story on food price trends.

**GASOLINE** — Stocks of gasoline are reported at an all-time high, but actually such stocks are not as high in proportion to demand as in 1946. In mid-February total gasoline stocks in the country would supply the average daily demand for about 47 days.

**INVENTORIES** — Much is said in high circles about inventories and what they portray about conditions. In February, inventories took a spurt at the factory level; inventories of finished goods are up. Roughly, it all means that supply channels have filled up, that there is more competition in selling. There is no talk of excessive inventories that may be dangerous. Purchasing Agents Assn. says that when a factory cuts its output by 15 per cent, it may have to cut buying of materials and supplies by 30 to 40 per cent to reduce inventories to a lower turnover level. This organization says the recession has been orderly and moderate thus far, and with no panicky situations.

**MONEY** — Everything is relative; as prices go down, the value of the dollar goes up. Money in circulation has been declining more than usual, and the income tax period also helped to reduce money flow. Much is being said about the consumer's dollar; consumers will have less to spend in 1949; wages and personal incomes are expected to tend downward; total net farm income has shown the first drop in ten years; shorter work weeks mean less spending money for consumers; best hope is that lower prices will make dollars go farther.

Government money is considered a business prop that will stand up under all strains; most heavy industries will get bigger government orders this year. Government spending spreads over wider and wider territory, to construction firms, aircraft industry, railroads, mineral and metal firms, paper and printing, food, gasoline, and even to retail stores. Outlook at this time, however, is that Congress will not boost federal taxes and so new sources of government money will be delayed.

**PRODUCTION**—The general picture on factory output is that it was declining through November to March; some leaders reported an upward trend beginning to show in March. Employment will be watched as chief index to production. Experts say reason for decline in factory output is that supply channels have finally been filled. The effects of consumer resistance to prices, of saving money through fear of depression, and of less employment, on total sales of manufactured goods cannot be estimated. Whatever the cause, the trend in total factory output is downward.


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**IMMEDIATE DELIVERY**

Wall type . . . Can be used with all shuffleboard makes and models . . . Lightning fast in operation . . . Completely fool-proof and cheat-proof . . . Few moving parts . . . Simple to operate . . . All parts are new . . . Attractive hardwood cabinet . . . Ten cent coin chute.

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**$149.50**

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**PRICES**—In wholesale circles, the first three weeks of the year showed declines; by March 1 there was a slight upward trend. In the official report, fuel, light, metals and building materials were showing decided upward trends. One report to Congress said that industrial prices are now being kept high, in relation to commodity prices, due to controlled price practices and to monopolies. Predictions are that retail food prices will decline during the year; some items have dropped as much as 50 per cent. But facts show that prices, even where big declines are reported, are still high above prewar. It's still a long way to prewar prices on many products.

The other side of the price question is also showing up; some will gain by price cuts but it means unemployment and hard times for others. The old evils of price cutting are also being reported in a few lines.

**RETAIL TRADE**—Reports are decidedly mixed showing variations as to territory and also as to lines of business. This is to be expected as the country goes through a leveling off process. Department stores generally reported lower sales in January and February than for the same months in 1948. The official government report, always a month or so late, reported January retail sales off from December by 33 per cent and 6 per cent below January 1948. Reports that are conclusive on retail trade are not available for this review.

**TAXES** — Reports suggest that many state legislatures have halted at passing new taxes, due to the general business outlook. Reports also suggest that Congress is very hesitant for the same reason. The year may thus bring a delay to higher tax proposals. Some states have high commitments for which they must find more revenue, however.

**WAGES**—Many think Congress will pass a new minimum wage law, either 65 or 75 cents minimum base, but with other powers cut from present bills. If the bill is defeated, it will be due to business outlook.

**WAR** — It appears that the European situation may become too quiet to keep business activity agitated to its peak output. The foreign scene is shifting to Asia, which will be much more expensive and more critical than the European problem. It would be to Russia's advantage to keep things stirred up in Europe, so that the American people lose sight of what is happening in Asia. High government officials are reported to believe strongly that Russia will not start a war as long as Stalin has the power; changes in high Russian officials will be a danger sign.

## Father of Black Tops Produces New Board

LOS ANGELES—J. E. Bergstedt, who won acclaim as the father of the black top boards, is now taking bows—and plenty of orders—on his newest and most sensational offspring: the 1949 model *Hercules* shuffleboard with green masonite top.

"The new model includes features which make this the outstanding board in the field today," Bergstedt said. "Eight coats of a new type plastic finish have been baked on the masonite field, giving the new *Hercules* the smoothest, most durable playfield ever built. Our chemists have worked long months on this exclusive finish, and it has proved by all tests to be superior to anything on the market."

Bergstedt points out that the 1949 *Hercules* is built to last a lifetime and that it carries a 20-year guarantee against warping and splitting. "A 20-year guarantee is unheard of in the shuffleboard field, but once operators see the 1949 model they'll understand the reasons."

Strong, sturdy, but light, the new board weighs only 600 pounds. Play field disassembles in two parts, as does the table, making for easy hauling in pick-up truck or trailer.

Bergstedt announced that distributorships are open in many good territories and that each distributor will be given factory protection. "I turned down a direct order of 150 boards from an operator in Utah," he said, "and in so doing, asked this operator to contact our Salt Lake City distributor."

### *Western Shuffleboard to Open Third Coast Office*

LOS ANGELES—To better serve its growing legion of customers, Jack Millspaugh, head of Western Shuffleboard Co., will soon announce opening an office in Portland. This will make the third Pacific Coast branch office for the fast-stepping Western Shuffleboard firm, which started in San Diego and subsequently opened Los Angeles headquarters.

"Accelerated demand for the Western black top shuffleboard and the new wall-type electric scoreboard has exceeded all our expectations and forced us to continually increase production," Millspaugh said. "I am particularly gratified at the reception given our electric scoreboard. With many different scorers appearing on the market, operators are demanding a top quality unit which has undergone months of rigid location tests. Invariably they turn to the Western, which has been tested and proved on location for ten months. This completely cheat-proof, fool-proof scoring unit is amazing operators by its lightning fast operation. Western's scoreboard is truly a hit that never misses."

### *Pushing Non-Coin Game Idea*

SEATTLE—The Everett city council has approved an ordinance banning self-service gasoline stations. The Seattle council has approved the stations, which have been operating in the county for some time.

Yakima has approved a commercial amusement game called *Fascination*. The city commission took the action after being informed that players would not be likely to lose more than $3 an hour, compared to losses on pin ball games, which it was reported, often exceed $3 an hour. Cecil Randall, of Yakima, is a member of the group asking the city's okay. Randall expects to establish the game on a commercial basis, it was reported.

Phil Skelly, owner of the Olympic Novelty Co., formerly the Seattle Coin Machine Co., reports that bell machine sales and repair business has been good.

Ray Radford, parts manager of the Puget Sound Novelty Co., recently became the father of a baby boy . . . Joe Eppler, of the Rowe Manufacturing Co., recently visited the Sterling Tobacco Co. here . . . Heberling Brothers, pin ball operators with installations in Seattle and Chehalis, have added Robert Buttell to their staff.


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**OLYMPIC ROYAL**

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## IT'S CITATION
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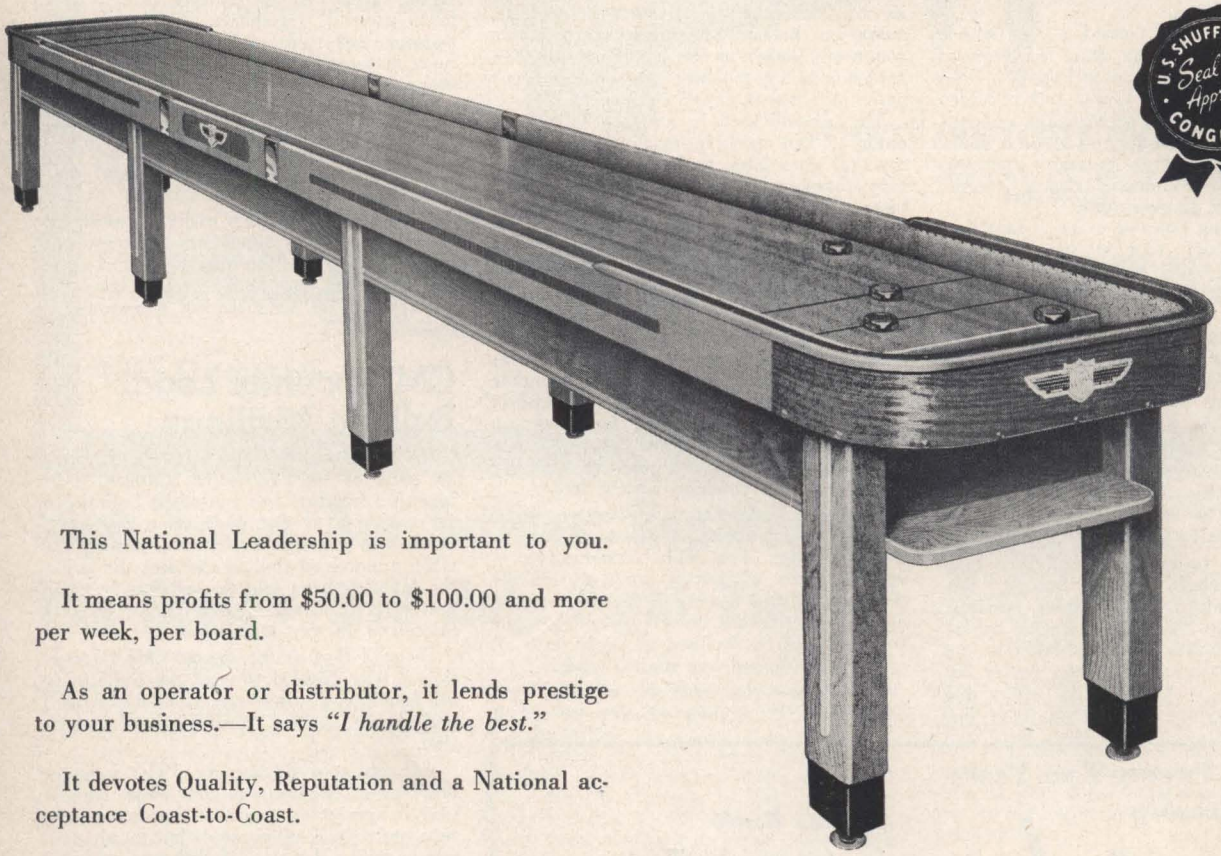

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It devotes Quality, Reputation and a National acceptance Coast-to-Coast.

It assures you of the backing of an organization with years of experience; not only in the manufacture of shuffleboards, but also in the Know-How of promoting the game—Promotion that means profits for you.

Back the winner! Be first in your area with the National favorite. Buy NATIONAL.

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street.....

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## NATIONAL SHUFFLEBOARD CO.

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THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD MANUFACTURER

# Ark. Approves Free Games To Start Real Precedent

CHICAGO—During the first two months of the 1949 Legislative Year, when most state legislative mills were grinding in full force, only a very few measures had actually passed through to become law. Four states apparently had actually passed some kind of bill relating in some way to coin machines: Arkansas, Idaho, South Dakota and West Virginia.

One of the new laws may be considered as inconsequential, the Idaho House Bill 54 which became Chap. 31, Idaho Laws of 1949, to ban prophylactic vendors.

West Virginia also passed H. B. 52 which regulates the hours for playing phonographs in locations.

South Dakota has passed a law which adopts a percentage tax plan for coin-operated machines. The law is Page 87, 1949 South Dakota Session Laws, and provides for a 1 per cent gross receipts tax on coin machines. The percentage idea has been in use in Washington in its games licensing system, and also Oklahoma tried a percentage tax plan on phonographs.

Arkansas, long pointed to as a state that assessed reasonable fees on coin machines, has a new law which will be precedent of the most valuable kind for states that consider licensing pin ball games. House Bill 139 became Act 67 in the state's laws and it defines "a thing of value" as not including "free games."

Arkansas thus becomes the first state to take the step the amusement games trade has long wished some state would take—legalize free plays.

The meat of the new statute is in Section 2 which reads as follows:

"Sec. 2. Amusement games shall include such games as radio rifles, miniature football, golf, baseball, hockey, bumper, tennis, shooting galleries, pool tables, bowling, shuffleboard, pin ball tables, marble tables, and other miniature games whether or not it shows a score and not hereinafter excluded in Sec. 3 hereof, and where the charge for playing is collected by a mechanical device. The terms 'any money or property,' or 'other articles,' or 'other valuable thing,' or 'any representative of anything that is esteemed of value,' as used in the anti-gambling statutes (Sections 3320 to 3324 inclusive of Pope's Digest) shall not be expanded to include a free amusement feature such as the privilege of playing additional free games if certain score is made on a pin ball table and on any other amusement game described in this section."

Section 3 is mentioned and this part of the new law specifies the usual ban on gaming devices, as follows: "Nothing herein contained shall be deemed to legalize, authorize, license, or permit any machine commonly known as slot machines, Roscoes, Jackpots or any machine equipped with any automatic money payoff mechanism."

The amendment is another link in a chain of coin machine legislation in Arkansas that goes back to 1931. The introductory statement to the new law gives a brief history, thus: "An Act to amend sections 2 and 3 of Act 167 of 1931, as amended by Act 137 of 1933, as amended by Act 201 of 1939, regulating the operation of Amusement Games." In all that time, the Arkansas Legislature has had a number of bills relating to coin machines, some of them very unfavorable, but the State has kept to the standard of very reasonable license rates, and also to the standard of setting limits on the license fees that can be assessed by cities and counties. Arkansas is also the only state that has ever reduced a coin machine license fee.

The new Arkansas law suggests some interesting sidelights on trends in legislative thinking. The wide enumeration of various types of games, even to include shuffleboard and targets, is for the purpose of making the statute so broad that the courts would be inclined to apply it to all of these types and any similar types.

The statute also adds the proviso, "and other miniature games whether or not it shows a score and not hereinafter excluded in Section 3 hereof, and where the charge for playing is collected by a mechanical device." That is a broad enough definition to take in any new games that might appear later. But it is much better than some of the "broad definitions" that require court tests to decide just what they mean.

The statute also places a broad definition on coin mechanisms by saying simply, "where the charge for playing is collected by a mechanical device." That is broad enough to take in any form of coin operation.

In legalizing free games, the statute opens the way for use of free plays as a legal award on all the types of games listed in the broad definition. This may help to pep up the play of some of these games at a time when play begins to wane.

Interesting indeed are all the legal phases listed in the statute which have been used in legislative bills, laws and documents to rule out free games as illegal. Such phrases as "any money or property, other articles, other valuable thing, any representative of anything that is esteemed of value," are variously used in anti-gambling statutes and have been used over and over again to strike at the use of free games.

Free plays have been called "a thing of value" so often by opponents of amusement games that it is refreshing to have a state law that says this hackneyed phrase does not apply. The Arkansas law was approved Feb. 10, 1949.

## CMI Extends Legal Bulletin Mailings

CHICAGO—Beginning with the January 24 issue of its *Legislative Bulletin*, Coin Machine Institute has mailed its bulletin to all members of the association regularly. Dudley C. Ruttenberg, general counsel of CMI, announced that in the past the bulletin had only been sent to members in those particular territories that might be directly interested in any legislation.

He said that at the recent CMI Convention it was decided to send the bulletin to all members because operators everywhere had shown interest in all kinds of legislation.

According to Ruttenberg, "The industry has learned all too well that harsh legislation in one state may soon become a pattern not only in other states but municipalities as well. We at CMI feel that bringing you up-to-date reports on legislative activity all over the country is well worth the additional expenditure of funds and effort entailed. We wish we could send our bulletin to every operator in the country whether a member or not. However, new memberships are coming in at an ever increasing rate, which means constant widening of our circulation. We urge operators to show the bulletin to other operators who are not members of CMI and to discuss the legislative matter reported with them. This in effect will widen our circulation even further and, more important, will result in concerted legislative action. Non-members can receive the bulletin regularly by joining CMI today—and provide funds for even further expansion of our activities."

Ruttenberg stated that coin machine legislation has appeared in nearly all the states and some of the bills have become important and really urgent. He explained that all comment in the bulletin sent out by CMI must necessarily be very brief. But that his office will be very glad to explain any detail to operators who may make inquiries about proposed bills.


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# High Taxes Are Serious; Reports in The Review Will Help Fight Them

By necessity, members of the coin machine trade must do more thinking about taxes of various kinds during these months or so than is usual. If for no other reason, it was time to figure on income taxes and operators living in 31 states must figure on state income taxes as well as federal income.

Business is affected in so many ways by taxes that the subject must be considered, although it is never pleasant. In our coverage of business news for the Coin Machine Industry, taxes will be a major topic at least for two or three months in the new year. Our reviews of tax problems that concern operators may make one or more issues of THE REVIEW appear to be almost "tax specials." There are so many things that need to be said and done in fighting high taxes that our reports can only touch on the most important issues.

It is well known that many operators who do all their own work do not figure net income correctly and hence pay income taxes much larger than they really should. Hence, the suggestion should be made to the thousands of operators who have a small independent business that they get help on figuring net income—and pay taxes on net income rather than gross income.

While there is not much the coin machine trade can do about new proposals for taxes in Congress, yet every operator likes to know what is going on and also to have suggestions as to what might be the probable course of tax legislation. In almost every issue of THE REVIEW a summary report of federal tax developments is published, and also the best guesses from various sources are reviewed to give hints on what to expect.

It appears that the federal coin machine tax itself is not likely to come up in the 81st Congress because of the log-jam of legislation that is expected. It might get injected into the fight on excise taxes which a number of trades have brought up. In any case, a lot of operators will be interested in the excise tax battle; strong pleas have been made to drop excises on matches, dime cigarettes, cigars and other items; there may be proposals for excise fees on soft drinks and candy; some excises turn in less revenue than it costs to collect them and this gives rise to various proposals.

The spread of tax proposals likely to appear in Congress will be so broad that some of the many tax reviews we publish will appear in special sections of our magazine. For example, THE REVIEW publishes special sections devoted to *Candy Vending* and *Cigarette Vending*. Any reports relating to taxes, or proposed taxes on these products will appear in the sections devoted to them.

State taxes are so many and so varied that only the general trends can be included in the reviews we publish while so many legislatures are in session. The best general suggestion now is that operators in every state need an association, and if one does not already exist, it is high time that one be organized. In the more populous states, separate groups for music, games and vending machines may be organized. There will also arise situations in which tradewide cooperation is needed.

State organizations are a necessity in approaching the problems that arise in many states, when the legislature is in session, and individuals cannot cope with the problems.

City and state groups can always profit by the aid of cooperation of one or more national groups, and these national groups need local associations to maintain contacts. Hence, it is almost a necessity for operators to have local associations if they expect to get much cooperation from national organizations.

In some cases, legislation in 1949 will relate not only to taxes but will also concern the legality of coin-operated machines. In most cases this applies to amusement games, but it may also apply to other types. Music machines have been banned from taverns, and cigarette vendors have been illegal for years in the second largest city of the nation and also in one important state in the Midwest. Sanitary regulations that apply to vendors of food items (candy, soft drinks, ice cream, milk, coffee, etc.) will be much more important this year.

The trade can hope that legislative bodies in 1949 will take a more considerate attitude toward small industries, will consider the thousands of individuals in such industries that have a small business, and will offer tax relief in every way possible. Although this seems too good to hope for, it could be that legislation in the new year will not be as serious as may have been expected.

One serious side to the picture is that cities, states and the federal government all need more revenue, and this means many tax proposals. A flood of tax proposals means that many groups and trades must

start fighting, and in all such cases the battle develops into a fight to see who can get out with the least taxes. One trade or group fights another, with the idea of shifting the highest tax load to the other fellow, if possible.

This will certainly be the case in Congress, to see who can shift taxes to some other group, and it may be the real fight in many state legislatures. Such a condition requires wider organization than the Industry now has, for the fear is that the trade may come off second best when other industries try to shift their tax load onto some other group.

Organization and leadership will go a long way in fighting high taxes.

## NAAMO Makes Some By-Law Changes

ATLANTIC CITY, N. J.—Several changes were made in the by-laws of the National Assn. of Automatic Machine Owners at its seventh annual meeting in its national headquarters here in Atlantic City in January. The association also honored F. McKim Smith by re-electing him for a third term as president of the group.

Among the changes in by-laws voted were a declaration that NAAMO be exclusively an operators' association, which would include operators or owners of arcades and pokerino establishments. This policy was adopted because members agreed that an association combining operators, jobbers, distributors and manufacturers was not in the best interests of operators as a group.

However, operators who may also be affiliated with jobbing, distributing or manufacturing firms are eligible for membership in the NAAMO as operators.

Another change in the by-laws lowers the membership fee from $25 per year to $10 for an operator of a single route of machines, or owners of arcades or pokerino establishments. Each additional route or operation, or 50 per cent interest in any of the above three classifications, assesses a member an additional $5 for each such other route or business.

It was also decided for the betterment of operators in the Coin Machine Industry to adopt a code of ethics which would be pledged to by each member. A committee consisting of William Weinstein, Jake Freidenberg, Herb Weaver and Al Goodman were appointed to draw up a code to be presented to the full membership for approval.

The association also added new emphasis to its objective in working for payment of the federal tax on coin machines on a quarterly basis. A committee made up of Ben Rodins, of Washington, D. C., A. Joseph Geist, of New York, the NAAMO legal advisor and Pres. Smith has conferred with legal representative in Washington on ways to get payment reduced to a quarterly basis. The association will also try to revise its program of coin machine mechanics' schools in New York City.

Besides Smith, those re-elected to office include the following vice-presidents: Max Schaffer of New York and Ted Kruse of Chicago. Other vice-presidents elected were F. C. McFalls, Dallas; Michael Garfunkel, Tuscon, Ariz. and C. F. Albright, Oakland, Calif.; Herb Weaver, of New York and Meyer Wolf, of Atlantic City, were re-elected secretary and treasurer respectively.

Board of Directors voted include: Bernard Katz, Coney Island, N. Y.; Harry Rosenthal, Pittsburgh; George Trad, Asbury Park, N. J.; Dave Simon, New York City; S. B. Ramagosa, Wildwood, N. J.; Irving Fishelberg, Atlantic City; Alex Widrow, Philadelphia; William Weinstein, Atlantic City.

Regional directors elected include: R. E. Anderson, Phoenix, Ariz.; Edward Balin, Philadelphia; Joseph B. Broadbent, Anchorage, Alaska; Edward Centa, New Orleans; Nate Faber, Rockaway Beach, N. Y.; Helene Fuller, Hampton Beach, N. H.; Lillian Kelleher, Salisbury Beach, Mass.; Stephan Maroney, Washington, D.C.; Carlisle Miller, Canandaigua, N. Y.; F. D. Munson, Indianapolis; G. Nierman, Dayton, Ohio; Tony Papa, Chattanooga; Arthur Seger, Asbury Park, N. J.; Charles Tashima, Cahu, Hawaii; Carl Trippe, St. Louis.


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### *Convention-Vacation Idea Spreads In Many Trades*

WASHINGTON—From its national headquarters here the International Assn. of Ice Cream Manufacturers has announced that its next annual convention will be held in Los Angeles during the week of October 24. What is especially interesting in the convention announcement is the fact that an all-expense tour and also an ocean cruise has been arranged for all delegates to the convention who want to take the tour or the cruise.

This is one of the new steps in making annual conventions also a vacation period for all delegates who attend. The last annual convention of the ice cream trade had ice cream vendors on display, and they probably will be displayed at the Los Angeles convention, although announcements of exhibits have not yet been made. Operators of coin machines will be interested in the tour and cruise idea, because Coin Machine Institute is now taking a survey of operator opinion on the question of changing the CMI Convention to June instead of January.

Many ideas have been advanced these past years on changing the time of the annual industry convention to a summer month instead of in the dead of winter. The idea would be to have the convention during a vacation month in summer so that operators could bring their wives or family and take a real vacation while attending the convention.

Now that convention managements are developing the idea of all-expense tours and cruises, the summer idea for conventions and making convention time a real vacation will become more interesting to the trade in general.

# WASHINGTON D. C.

### Compare 1939 and 1947

The Census of Manufactures report on coin machine factories and output for 1947 is now well known by the trade. Roughly, machine output in 1947 showed a gain of 235 per cent over 1939. The report issued by the Census Bureau is called a preliminary report and uses rounded figures.

Census officials say complete totals down to the last penny will be shown in the final report, to be made later. The Bureau will also issue state-by-state breakdowns of the totals, so that the trade can see what manufacturers are doing in the various states. The preliminary report naturally pointed out that Illinois has the largest number of factories.

Since phonographs, refrigerated vendors and washers were omitted in the coin machine census itself, officials say tabulations on coin-operated models of these types will be made later. The Census Bureau also gathered data on most of the merchandise items sold through vendors.

### Candy Production

Similar gains were disclosed for the much larger candy-making industry. Value of shipments of candy and other confectionery products in 1947 was $945,000,000, representing an increase of 217% over the 1939 totals of $297,800,000. Average number of workers employed by candy manufacturers in 1947 was 75,165 as compared with 61,111 in 1939. Salaries in 1947 totaled $173,000,000, while at the time of the earlier census, the total was but $63,100,000. Cost of materials jumped from $170,700,000 to $531,000,000. Over the nine-year period the number of establishments increased from 1,252 to 1,686.

Census Bureau was able to furnish product break-downs for 1947 but not for 1939. Chocolate bars were out in front as the most popular confectionery item. Shipments amounted to 758,000,000 pounds valued at $249,000,000. Bulk goods totaled 562,000,000 pounds, with $174,000,000. Some 168,000,000 pounds of salted and roasted nuts valued at $68,000,000 were shipped in 1947. Penny goods totaled 85,000,000 pounds worth $21,000,000.

Peanut and other non-chocolate bars were shipped to the tune of 148,000,000 pounds valued at $45,000,000. Of the bulk goods, the most popular were chocolate-covered, followed by hard candies, gums and jellies, and cream work in that order.

### Fewer Nickels

The nickel is rapidly losing its traditional place in the American culture. Mrs. Nellie Tayloe Ross, director of the Bureau of the Mint, recently told the House Appropriations Committee that the Mint plans to coin many more dimes and quarters but


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to cut down on the coinage of five-cent pieces. Inflation is the cause, said Mrs. Ross. She explained that prices of articles retailing for less than a dollar have jumped so much in the past few years that the demand has switched to the higher coins. Sales taxes and $4.98 bargains, however, insure that the penny will remain with us, the Mint director stated.

Having cleared the House District Committee, legislation providing a 2% sales tax for the nation's capital should be well on its way toward enactment by the time the April REVIEW appears. More stringent than the bill first discussed, the present measure taxes items retailing between 13 and 50 cents at one penny. Between 50 cents and a dollar the levy is to be two cents, with a straight 2% tax placed on commodities retailing above a dollar. Unlike an earlier measure, the new bill fails to exempt soft drinks and candy. Most affected of the local coin fraternity will be cigarette operators. With machine smokes selling for 20 cents, operators are faced with two equally unpleasant alternatives. Either they must absorb the penny tax or else go to the trouble and expense of inserting four cents in each pack. The consensus is that operators will hold to the 20-cent price and split the tax cost with locations.

As in baseball, almost anything can happen in Congress, but at the moment it appears most unlikely that phonograph operators need fear the enactment of any obnoxious copyright bills this session. Representative Hugh Scott, Republican, Pa., has been entirely too busy this year trying to hold on to his job as GOP national committee chairman to re-introduce his old bill to end the phono exemption under the Copyright Act of 1909. In any event, the complexion of the House copyrights subcommittee has changed completely from that of the 80th Congress. Last session, the subcommittee voted to report the Scott Bill, but of that subcommittee only one member still remains—and he frankly admits he knows little of the merits or demerits of the legislation. The other members of the group are newcomers to the subcommittee — mostly freshman congressmen.

On the freight scene, Congress is in the mood to put the brakes on Federal Trade Commission's campaign against certain basing point policies. Nearing enactment is a bill to put a moratorium on federal prosecutions of so-called conspiracy basing point cases for a two-year period. Pending court cases would not be affected, but no new court tests could be initiated. Idea of the breathing spell is to give Congress a chance to figure out some of the complexities involved in the basing point problem.

As far as freight rates are concerned, the Interstate Commerce Commission is nearing a decision on the new permanent 13% increase requested by the rails. Best guess is that a hike in the neighborhood of 8 or 9% will get an ICC okeh. Since the railroads are already enjoying an interim boost averaging 5%, a new raise should mean a boost of no more than 4%.

### January Revenue Up

Revenue Bureau collections from the coin machine tax were up slightly in January—amounting to $315,588. For the same month of 1948, receipts were $304,903. This increase was a sharp reversal of the trend in other excises. Admissions, phonos, liquors and the like all brought in substantially less in excises than the preceding January.

A couple more Maryland counties may be legalizing bell machines this year. The Maryland General Assembly is now considering a measure authorizing a referendum on the question for Calvert County. Citizen groups in Prince Georges County are trying to secure the introduction of similar bill. Calvert, St. Marys and Anne Arundel counties have voted on bells in the past few years, and in each case the machines have been legalized by two to one majorities.

Unlike most other industries, the number of establishments and workers engaged in making cigarettes slumped between 1939 and 1947, according to still another report from the manufacturer's census. Where 30,803 employees worked in 35 plants in 1939, the number had dropped to 27,674 employees and 28 plants in 1947. Dollarwise, though, everything was up. Value of production jumped from $516,000,000 to $1,132,000,000; the number of cigarettes produced soared from 180,600,000,000 to 369,000,000,000; worker pay increased from $26,100,000 to $55,000,000; and other manufacturing costs went from $269,000,000 to $764,000,000.

## Late Reports Say Metals May Drop

NEW YORK—One of the most significant signs in the whole business picture in recent weeks is the increasing reports of cracks in metal prices. There has been a definite easing in the demand for steel and price breaks may appear on many metals during the year. Market leaders say copper prices will hold steady, but when metals start to break the movement may spread far and wide.

Manufacture of vending machines is expected to gain considerably once there is a real break in metals supply and prices. A break in metal prices also would prove one of the biggest spurs to general price declines in all industries.

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# Answers Vicious Attack Made By Calif. Crime Commission

CHICAGO—In answer to widely published newspaper statements, Harry E. Williams, president of Coin Machine Institute, issued a frank reply defending the Industry against all the allegations that had been made in a recent report by the California Commission on Organized Crime. The statement in part for CMI follows:

"The charge of the California Commission on Organized Crime that Coin Machine Institute is engaged in a program to corrupt public officials in California or anywhere else is a reckless, unwarranted and unsupported attack on the businessmen who make up the board of directors of this Institute.

"We demand that the California Commission immediately investigate the books, records and minutes of the meetings of the board of directors of this Institute, which will disclose all dues paid and disbursements as well as this Institute's policies.

"We demand that this be done without delay and that the California Commission's reckless and unfounded charges be retracted.

"Coin Machine Institute was organized for the purpose of an exchange of information between its members, to promote a high standard of business ethics of those engaged in the coin machine and allied industries and to promote the welfare of its members in accordance with the laws of this land . . . .

"I and every member of CMI's board resent the slur cast upon our characters by this unfounded charge and we demand that steps be taken immediately by the California Commission to clear this association of the foul and unwarranted charge that it has broadcast over the United States.

(Signed) Harry E. Williams, Pres."

### *Shuffle Queen Scoring Device Offered At Economical Price*

SAN FRANCISCO—Golden Gate Novelty Co. began appointing distributors in many territories recently for its new scoreboard device, called *Shuffle Queen*. The device is a new offering in scoreboards to increase the earnings of shuffleboard, a device engineered by Ed Therrien.

Officials of the firm state that the unit is for all makes of shuffleboard and that it will appeal especially to operators because of its economical price.

The makers state that the scoring device offers many advantages because it was designed after a careful study of the shuffleboard business, and getting the opinions of many operators. It is said to be a very compact unit, takes a 25-cent coin and will give a 21-point game, allowing either two or four players.

The firm also claims that the unit can be installed in five minutes and that it meets all the requirements for electrical safety regulations. The manufacturer states that the device meets the requirements of the Underwriters Laboratories and that operators should take care to comply with such regulations. Distributors will be glad to show operators this fine new unit.

### *Operators Need To Try Many New Machines, Laymon Says*

LOS ANGELES—The game, *Citation*, is setting an unusual record for sustained popularity, according to Paul Laymon, of the distributing firm that bears his name. His experience agrees with reports from distributors of the game all over the country, he says, and factory reports on shipments confirm the fact.

Laymon expects the popularity to continue for some time and says such a long period of general favor is making trade history. He says operators who did not buy the games at first are now buying in good numbers. Also, the new *Spot-Bell* console, made also by Bally, is showing a recent increase in demand. It is a case in which operators have seen what the new machine will do and now want to place them.

Such games as these have their important place, Laymon says, but also emphasizes that operators everywhere are passing up some wonderful ideas in games and machines of various kinds that people like, and will play, if operators would only put them out.

He suggests that many amusement operators seem to get tied to a particular type of machine, and then don't show enough initiative to test new ideas when general conditions definitely indicate that operators should diversify and try something new.

He recited experiences of operators, long customers of his firm, who had been persuaded to "just try out one of these games on a location that can't take anything else and see what it will do." One operator was persuaded to try a type of bowling device, now considered past its heydey and see what it would do. A location, with only ordinary traffic, was selected and Laymon took personal interest in following the results reported. The operator, the location and everybody else was surprised. Apparently, the patrons of the location were "starved for a little diversion or some kind of amusement device that they could play."

Laymon's big display rooms are filled with new types of amusement devices, a casual visit will show, that may be a little different from the set types, but they all have an original appeal that will take when exposed to the public, he says. He says that those operators who will come in and really consider the possibilities will be surprised themselves.

There are two or three ideas in targets that will prove well suited to many places, and with a little merchandising, will equal or surpass the standard games, some operators have already found out. One called *Pistol Poker* is quite new and has some playing features that have been tried and proved in non-coin devices for decades. An operator who wants to use a little ingenuity in placing such a machine can get some surprises, Laymon declares.

His floor also shows an entirely new type of device just getting onto the market, called *Penny-Lag*, that offers such a number of ways for operation that every coinman should try it, he says. It is a case of getting operators to look the definite ideas over and do a little more merchandising than they do on bells, he says.

Laymon also reports that *Royal* shuffleboard is making big headway in all territories, and that many operators now realize they must get into this field. His firm also offers a new scoreboard, called *Telescore*, which is very simple in its tally or scoring method, and also reasonable in price.

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# AUTOMATIC MUSIC

## KEEP ORGANIZING

By the end of last year, it had become quite evident that a year of remarkable accomplishments in organized efforts for the good of the automatic music industry had taken place. One-fourth of a new year has now passed and it is a good time to appeal to all those operators who have not yet enlisted to get in and help the general cause.

State and city groups and the national Music Operators of America have been closely occupied these three months in watching against taxes and unfavorable legislation, because the legislative mills have surely been grinding.

The threat of unreasonable taxation will probably always be given as the main reason for organization. All other trades organize to oppose unreasonable taxes as one of their main objectives, so music operators must do the same. With the passing of the month of March, much of the legislative threats of this year should also be over and many operators who didn't help in the fight will enjoy the fruits of the organized work that kept some new high taxes off the books.

There will be other legislative years also, for they come every other year, and the value of organization, the thing that makes organizations strong, is the full continuance of such work month in and month out. Spurts in organized effort, hurriedly got together after bills appear in legislatures, can't be counted on for too much. It may be the only way out, if operators have failed to do their known duty in between times. But every single music merchant knows what has hit some areas and states, in the way of taxes, and understands that such unfavorable trends can spread.

Every music man also knows that organization is the most effective defense, and also the most economical, whatever the expenses of organization may be.

So much has been said about organization through the past years, of the real needs for it, that operators know all the reasons why. There are now so many working state and city groups that every music operator can know about their accomplishments and can even visit their meetings, to see for himself how men in the same competitive business can work together for the common good.

The accomplishments of last year, and also the defensive work of the first quarter of 1949, have been the result of some real work by a comparatively few people. They need encouragement now, for people naturally grow tired of fighting for a cause that will benefit so many, and when so few may be contributing in time and money to help win.

There are a lot of music men already in the organized groups that do so much to help merchandise music, to devise ways to boost earnings, that defend the business from all threats of unfavorable regulation and taxes. But taking the country as a whole, the majority of music merchants are still apparently outside the organized forces of the Industry.

Whatever may be the final results of legislation this year, there have been some close calls and there are also a lot of unfavorable situations in a number of states and cities now. The worst part about the high taxes that get on the books is the habit they have of spreading, since law-makers are on the lookout for instances of very high taxes.

There are already thirty-odd states that have taxes on automatic phonographs, according to a recent report of George A. Miller, national chairman of MOA. This is pretty wide precedent and holds the continual threat of still higher fees in these very states, unless there is organization to present facts in behalf of the business.

The state situation does not begin to show the hardships caused by the many city taxes on phonographs. The fact should be calmly faced now that, although state legislation may slow up until another legislative year, yet cities may get the tax idea almost any time.

In fact, there is a definite trend this year for states to pass enabling acts that give cities the power to tax various kinds of business. All branches of the trade have found out what this means in one or two states already.

But all this tax business is defensive after all, and all boosts for organized work should stress the fact that associations can and do have very constructive programs. Leaders in the music field have pointed out that operators do not make as much money as they should, and that the real job in the future is to organize such programs of merchandising music as will increase earnings for all operators in a territory.

Several of these constructive merchandising programs are already at work. Keep on organizing to expand their value.


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# Long-Play Records May Start Price Trend in Record Field

NEW YORK—The advent of long-play (LP) records and the competitive battle between Columbia and RCA Victor dominated the record news field early in 1949, just as the record ban dominated the news for some weeks early in 1948. The LP record idea is sure to be much longer in its career than the ban and to have much greater consequences.

Reports suggest that phonograph operators are taking the LP record battle rather quietly, seeming to feel that it is outside their business and that it will be a long time before it shows up definitely as an influence in the automatic phonograph trade.

Aireon Manufacturing Corp. announced its new model phonograph some weeks ago, explaining that it could be adapted to playing the new micro-groove records. Other phonograph manufacturers are understood to have taken note of the new development, but the general attitude of the trade seems to be to watch and wait.

Whatever other influences the LP record advent may have, it is definitely a move in the general direction of price reductions on records. The new 7-inch recordings of popular tunes are being offered at a lower retail price than standard 10-inch recordings of the same class. Various explanations may be made but the final effect of such a step is to start a movement for price reductions on records. At least two indie record makers have in recent weeks offered standard records at lower prices, but these offerings have not attracted wide attention in the big record industry.

But the heavy emphasis, by major firms, on the LP records is getting attention and will highlight price comparisons. Broadsides, literature and announcements by the two majors are flowing freely and a number of other prominent record makers have adopted either the Columbia or the RCA Victor type of new recording. And one of the chief sales points is the great economy in record costs.

A recent bulletin by Columbia says one of the main reasons for the big sales already made of its LP records is "the great savings in costs made by these records—up to 63 per cent savings in dollars over conventional records carrying the same amount of music." The biggest dollars and cents savings, of course, are on the recordings of the classics.

Music operators may not at first have thought much about the LP records, but when the price factor gets noised around a little more, it is sure to cause some thinking. The earliest relief that could come to the operator would probably be a downward price trend on standard records.

But in time other advantages the new records would have for automatic phonographs will be pointed out. The manufacturers of such records are now very busy in a competitive race to supply the newly created home market. The big retail trade is said to be completely upset and confused by the new developments, especially that three variations of record speeds should now be on the market.

But current reports do suggest that people are buying players to use the new recordings in great numbers, and if the public decides to use the LP records then manufacturers and dealers will provide the merchandise for them.

If the majors get still more absorbed in their competitive fight in the LP field, it may turn out to give the independents another big year in making standard record hits. The recording ban turned out to the advantage of the indies during the past year, and now the LP competition may again help them in keeping the phonograph trade supplied with standards. Some have predicted that the end of the ban would put the majors far ahead again in supplying popular standards, but they are now fully absorbed in the micro-groove war.

All firms making the new LP records say production of standards will continue at full speed, but experience shows that if a big retail market for the LP records develops then the production tide turns in that direction.

Operators no doubt are already fully acquainted with the competitive claims of Columbia for its 33⅓ rpm record and of Victor for its 45 rpm record. Samples of the new 7-inch records have been distributed and production is under way.

In addition to the price factor, there are some other points about the new records that may become more interesting to operators in time. The records are practically unbreakable and storage of the new type would be so much easier than with the standard records. Transportation of the new records, because they are so much lighter, would also appeal to a music operator's heart. Durability, easy storage, lighter weight and lower price are some points that may mean much more to music operators in time.

LP records in standard size would probably not have meant much, even for years, to the automatic phonograph trade. The industry may never have considered them, but the small 7-inch record offering the same music as a standard 10-inch record is another story and will demand attention.

But the entire record manufacturing and retailing trades are now deeply occupied with the idea of LP records in general, in stirring up public demand and meeting it. Music operators are willing to wait.

## CMOA Meet Features "Select-O-Matic 100"

OAKLAND—R. F. Jones Co., Seeburg distributor, sponsored a meeting of the California Music Operators Assn. at the Leamington Hotel on March 7, replete with a steak dinner, floor show, door prizes, and guest speakers.

The *Select-O-Matic 100* and the *Wall-O-Matic 100* received excellent reception from the 150 operators present. R. F. Jones spoke on the type of location the new phonograph belongs in as well as the commission structure to be dealt with. Other speakers were Joseph Smith, mayor of Oakland, and Edward Mehrens, president of the Squirt Co.

Ably assisting Jones in making the program a success were C. N. McMurdie, general manager of the firm, and Johnny Ruggiero.

"The *Select-O-Matic 100* is definitely meeting with operator acceptance," McMurdie told THE REVIEW, "and has certainly shown that it will take in more money than any phonograph ever developed. One of the reasons for its high appeal is the fact that it plays 12-inch records and is therefore able to offer customers selections they cannot get from standard 10-inch discs."

R. F. Jones Co. is enjoying a tremendous business on Bally's *Citation*, McMurdie added. "Never has there been a one-ball machine to match it."

The firm is also experiencing excellent sales on the *Royal* Shuffleboard and *Electro* cigarette machine. "More operators are visiting our showrooms than ever before," McMurdie noted, "and we sincerely hope this practice will continue."

### *Guessing Candy Bar Output*

WASHINGTON — In anticipating candy bar output and sales for the month of March, official records in the Dept. of Commerce here show that last year candy bar output (in pounds) climbed about 16 per cent for the first three months of the year, as compared with the same months in 1947.

The same three months in 1947 had registered an 11 per cent decline below the first three months of 1946.


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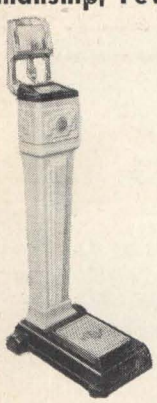

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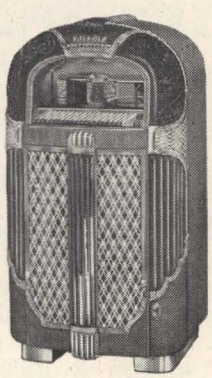

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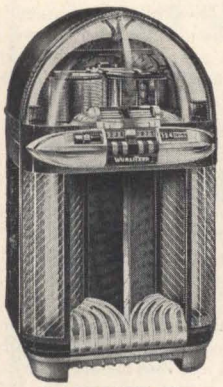

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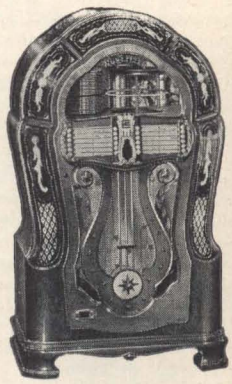

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**YOUR NEW HEADQUARTERS FOR** WURLITZER

# Music Operators Compare Ideas On Selecting Records

**By W. H. (Bill) Leuenhagen and Mary Solle**

After helping music operators pick phonograph records for many years, much can be said about the do's and don'ts in making selections. No doubt, the most interesting sidelight on operators and how they select records is to listen to their discussions when they get together.

Our business has been built up on offering a central buying service to operators, and thus operators meet in the place of business and invariably get to talking records. It is impossible to estimate just how much these confabs have to do in the total selection of records made by each operator, but you cannot listen to these confabs very long without knowing that such "free-for-all" discussions certainly count in the records an operator buys.

They listen to each other, compare experiences, tell anecdotes, express their views on up-and-coming artists and all this helps them to make up their minds about buying records.

It certainly seems true that music operators spend more time in discussing all angles to records, and how they please the public, than anybody else that is in the business of selling music. The manufacturers of records, and also the artists, should keep this in mind and remember that operators get down to brass tacks in selling popular music to the public. Music store proprietors certainly don't get together as often as music operators, and hence don't share all the information and experiences that operators share with each other.

If there is any way to get the living experiences and facts about records, music operators live closer to the great mass of customers than anybody else in the business of selling music. They have contacts with many points of sale because they have a different location for each phonograph that makes up their route. Every machine placed in a public establishment is another contact with the public, a testing place to see what the people in that neighborhood like in music.

When operators get together, they talk about all these different places and the coincidences that show in the play that various records get. Many people have said that music operators as a rule are not educated in music, and they may not talk as professionals would talk, and yet they are closer to the people who are the customers and who pay for music.

Many have said that music operators can often pick a new tune with promise and also popularize it with the masses. Well, they can pick tunes that promise to be hits because they get closer to the people after all, and they also talk with each other about the types of records that seem to be gaining in favor.

If operators are to talk freely about their experiences with records, it means they must have a place to get together, and we think that is one of the advantages of a record firm that carries a big line of all records. In some cities, they say that phonograph distributors carry a very complete stock of records and that operators tend to meet in such places. We have specialized in records and thus have built up a real record store for operators.

It is reported that in Cleveland, music operators have kept a live organization going and that weekly meetings are held, at which time there is much discussion about records. This would be a good thing and yet the big majority of cities don't have an association that meets often. Even with frequent meetings, operators would still have to go some place to buy records, and it is at a central buying place that they can find a wider selection and also get together to talk shop.

When operators come in to buy records, most of them bring a list of tunes and these lists tell a lot about demand for records. These are request lists and are chiefly the records or tunes that have been requested by the proprietor or manager in establishments where the operator has machines. Every music operator is well acquainted with such lists and how they are made up. Many arguments have been advanced to say that operators should not cater too much to location requests.

But operators continue to bring in request lists and buy records accordingly, for music operators are in the business of catering to locations. Location owners are also human beings and their tastes in music count, as well as the record favorites of the customers who frequent a place. Often the requests are for sentimental numbers, but so is a good percentage of the play that every phonograph gets on location.

It is not easy to say how large a proportion of an operator's record buying goes to fill request lists, but for a rough estimate it may be put at 20 per cent. That is one record out of five. If it seems too much catering to a location, the play of the machine will show that a lot of other people also like the tune.

The big popularity of the oldies in the

## We Pick These Hits

Typical example of how the Leuenhagen Record Bar picks the up-and-coming tunes is shown in the following current list:

**Pop Tunes and Artist**

*Forever And Ever*.....*Russ Morgan*
*Cruising Down the River*.....*Blue Barron*
*Powder Your Face With Sunshine*.....*Evelyn Knight*
*Sunflower*.....*Jack Fulton*

**Westerns and Artist**

*Tennessee Saturday Night*.....*Red Foley*
*Milk 'Em in the Morning Blues*.....*Tennessee Ernie*
*Philadelphia Lawyer*..*Maddox Bros. & Rose*

**Race Tunes and Artist**

*You Broke Your Promise*.....*Paula Watson*
*Hucklebuck*.....*Paul Williams*
*Sweet Georgia Brown*.....*Brother Bones*


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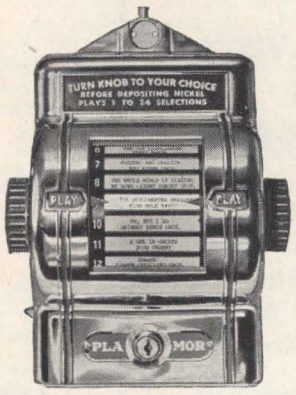


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last year or so rests a good deal on the fact that most people like something that appeals to memory, and that means something that is more or less sentimental. If a machine is loaded with 20 or 24 records, that is a lot of records and operators can profit well by using the oldies and also catering to the requests of locations.

Music operators do their share of predicting hit tunes, of selecting new numbers on which they bet it will rise to the hit class. There's no way to tell how often they go wrong, or what percentage of operators are bad guessers. Everybody in the music business guesses at hit tunes and the proportion of mistakes outside the phonograph field may be greater than the wrong guesses made by phonograph operators.

In fact, music operators can probably make a quicker and truer test of a record than any other branch of the whole music business. He has his machines in a wide variety of establishments and the coin box or meter will tell a real story in short order.

Operators do maintain an active interest in new releases and also in all the ideas that may suggest what records will become hits for phonos. They are much interested in artists, because people in general are interested in artists, and operators follow the list of most popular stars in buying records. But operators are also very cordial to new artists and new talent can always get a sympathetic hearing in the music box circle. When they get together to talk about records, there is always a lot of talk about some new artist that is rising in phonograph play.

In that way, new artists can always get a good reception and a real chance if their records show a trend to draw the coins on any route. Music operators may be loyal to Crosby, Como and a number of other popular favorites, but they never close their minds against any new talent that may show signs of getting good play.

The oldies had a good inning last year and operators think this trend will hold up through 1949. This means also that indie labels will be in the running along with the majors, for operators learned to fully appreciate the indie labels last year.

Operators have much to say about the record play in various kinds of locations. This is familiar stuff to music operators but they all like to tell about any unusual requests, or play of a record in the many spots they service. This difference in locations also has much to do with the demand for westerns, race and hillbilly records. Taking routes and locations in general, it is the supply of pop records and the rise of new artists and hit recordings that holds general interest.

If a summary of operator opinion be taken in the Los Angeles area early in March, there would be a lot of votes for the song, *Forever and Ever*, that is being released by various diskers right now. The releases include Como, Dinah Shore, Whiting, Fields and others, but operator sentiment seems to put Russ Morgan's recording ahead at the present time. This is an idea of how music operators watch the new releases and pick their nominations for coming hits. We think it is an especially promising record, too.

**Bill Leuenhagen and Mary Solle operate Leuenhagen's Record Bar in Los Angeles. They supply operators with nearly all the labels, featuring indies; they help operators pick records and furnish a suggestive bulletin. If an operator has a special request, Bill and Mary have it or can get it for him. They know records and also operators' needs. They appreciate the support of operators and distributors who have recommended their service to others.**

## Ballard Appoints New Aireon Distributor

LOS ANGELES—Clayton L. Ballard, Aireon's western regional sales manager, announces the appointment of O'Neil Distributing Co. of Burbank who will offer complete Aireon factory service, sales and parts.

L. E. O'Neil, owner of the firm, has had ten years' experience in the radio and electronics field. "While I have not been directly connected with the phonograph industry until now, I have long been interested in this business," O'Neil said, "and after looking the field over, I decided on Aireon because I am convinced the new Aireon equipment is today's best value for music operators."

Ed Wisler, general manager of O'Neil Distributing Co., who has been a veteran of automatic music for 15 years and who most recently was with Aireon, told THE REVIEW: "A year ago I left the music business because conditions were not favorable for the operator. It has taken a year for this unstable condition to clear up. Now there is concrete evidence of an upswing in music. However, operators should not be lulled into false security; the answer is *not* new—albeit outdated—phonographs being offered at reduced prices. The answer is the 1949 Aireon because Aireon is priced considerably less, is economical to operate, yet incorporates all the 1949 features. For example: Aireon's lightweight pick-up means no needle replacement; neon tubing means no lamp replacement; lightweight tone arms cannot wear out records. Then there is *Tonar*, an exclusive new Aireon feature."

Wisler added that O'Neil Distributing Co. is giving operators what they have wanted and needed for a long time—a complete line of 1949 music equipment, factory trained personnel to render top service, and a full stock of factory priced parts.

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# RECORD SCOREBOARD

## PICKED FOR PROFITS

**Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.**

### CAPITOL

_____ 15378 JUST REMINISCIN' (V FT); ALWAYS TRUE TO YOU IN MY FASHION (V FT), *Jo Stafford*

_____ 15379 SHE'S A HOME GIRL (V FT); CARELESS HANDS (V FT), *Mel Torme*

*_____ 15380 YOU BROKE YOUR PROMISE (V FT); SECOND-HAND LOVE (V FT), *Kay Starr*

_____ 15385 MY HEART'S IN THE MIDDLE OF JULY (V FT); THE NEW ASHMOLEAN (V FT), *Johnny Mercer*

_____ 15386 DREAMER WITH A PENNY (V FT); FOREVER AND EVER (V FT), *Margaret Whiting*

_____ 15387 AN OLD PIANO PLAYS THE BLUES (V FT); PORTRAIT OF JENNY (V FT), *King Cole Trio*

_____ 15388 YUK-A-PUK (FT VC); I'M BEGINNING TO MISS YOU (FT VC), *Andy Russell & King Sisters*

*_____ 15389 DOWN BY THE STATION (V FT); SIXTY-TWO LADIES IN SEA GREEN PAJAMAS (V FT), *Starlighters*

_____ 15396 THE RIGHT GIRL FOR ME (V FT); I GET UP EV'RY MORNING (V FT), *Gordon MacRae*

_____ 15408 THAT AIN'T THE WAY TO DO IT (V Blues); MUDDY WATER (V Blues), *Big Sis Andrews*

*_____ 15403 GALWAY BAY (V); O'LEARY IS LEERY OF FALLIN' IN LOVE (V), *Clark Dennis*

*_____ 15401 GREAT GUNS (V FT); COMME CI COMME CA (V FT), *Margaret Whiting*

_____ 15402 LOVE ME! LOVE ME! LOVE ME! (FT VC); I DON'T SEE ME IN YOUR EYES ANY MORE (FT VC), *Jan Garber*

_____ 15407 HEY LAWDY MAMA (V Blues FT); AMNESIA (FT), *Marvin Johnson*

### CAPITOL FOLK

_____ 15381 I'M THRU' WASTIN' TIME ON YOU (V); WORRIED OVER YOU (V), *Tommy Duncan*

_____ 15384 DON'T PLAY AROUND WITH MY HEART (V); THE TIME AND THE PLACE (V), *Wesley Tuttle*

*_____ 15391 CANDY KISSES (V); SAVE THE NEXT WALTZ FOR ME (V), *Eddie Kirk*

*_____ 15398 YOU BROKE YOUR PROMISE (V); I CRIED MYSELF TO SLEEP (V), *Tex Williams*

_____ 15405 SUNFLOWER (V); RED HOT MAMA (V), *Deuce Spriggens-Tex Williams*

*_____ 15406 TEN MORE MILES (V); SUI SIN FA (V), *Smokey Rogers-Tex Williams*

### COLUMBIA

_____ 38393 WHY CAN'T YOU BEHAVE (V); NO ORCHIDS FOR MY LADY (V), *Frank Sinatra*

*_____ 38399 ALWAYS TRUE TO YOU IN MY FASHION (V FT); SO IN LOVE (V FT), *Dinah Shore*

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LEUENHAGEN'S RECORD BAR

1813 W. Pico Blvd. Phone DRexel 1345 Los Angeles 6, Calif.


## The Review Selects THE TOP TUNES of Current Releases

Columbia 38399

ALWAYS TRUE TO YOU IN MY FASHION (V FT)
SO IN LOVE (V FT)
Dinah Shore

A duo of top-notch ditties from the New York production of "Kiss Me Kate" with la Shore in fine vocal form. Fetching numbers. Starlighters aid vocally on the first side in a riotous rendition.

Columbia 38404

DOWN BY THE STATION (V N FT)
JUST REMINISCING (V FT)
Ray Noble

This zany tune has just enough snap to it to catch on with the automatic phono crowd and it's our prediction it'll go a long way on the national phono network. Noblemen do a yoeman's job on the vocals. Second side is a romantic ballad.

Columbia 38418

YOU BROKE YOUR PROMISE (V N)
MR. SEARS AND MR. ROEBUCK (V N)
Dorothy Shay

Aided by the Kinfolks and a lot of hand-clapping and banjo-plunking this first side is right down the operator's alley. Socko stuff for buffo takes. Best Shay since her first disc. Flipover is a double meaning novelty with a surprise finale. Both sides will bring the coins.

M-G-M 10368

CARAVAN (V FT)
A SENORITA'S BOUQUET (V FT)
Billy Eckstine

An unusual version of the Ellington standard which will attract a lot of attention and repeat plays. Using a bongo drum background only the first 16 bars serve to launch Eckstine in this unusual interpretation. Fans will gobble it up.

M-G-M 10372

IT'S A BIG WIDE WONDERFUL WORLD (FT VC)
JUST REMINISCING (FT)
Jack Fina

Here is the best record Fina has turned out to date. First is an old standard that looks slated for another Hit Parade ride. Don't pass it by.

M-G-M 10375

BE MINE! (V)
WIND IN MY SAILS (V)
Derry Falligant

Top tune is an adaptation of the beautiful Spanish melody, La Paloma. Derry sings the popular lyrics in sotto voice style against a beautiful musical background. Reverse is a hauntingly lovely new ballad. Both will score on automatics.

Victor 20-3366

LOVE ME! LOVE ME! LOVE ME! (V FT)
THE RIGHT GIRL FOR ME (V FT)
Sammy Kaye

A sparkling interpretation of this scintillating new tune with the Kaydets featured on vocals. Brightly orchestrated and certain to catch up big. Coupling is a flicker tune with some little merit.

Victor 20-3367

COMME CI—COMME CA (V)
THE BELLS IN HER EARRINGS (V)
Tony Martin

First side has all the essentials for reaching the top of the Hit Parade and this recording by Martin will give it a hefty shove along the way. It's a ballad with rich, Gallic flavor and Martin's balladeering is excellent.

Victor 20-3369

ST. LOUIS BLUES (Inst.)
BEAUTIFUL EYES (FT VC)
Irving Fields

This disc is noteworthy inasmuch as it presents an entirely new and strikingly different rendition of the old favorite. Fields gives it a Latin-American shading and gives it an extra note of color never before injected. Second is a rousing novelty. Piano is highlighted on both. Bright and rambunctious numbers. Ideal for automatic use.

# NEW ONES THAT ARE COMING UP FAST!

## CASH IN ON THESE NEW RCA VICTOR "CLIMBERS"

### THE THREE SUNS

**Cruising Down the River**
**Allah's Holiday**

RCA VICTOR 20-3349

### PERRY COMO

**Forever and Ever**
**I Don't See Me in Your Eyes Anymore**

RCA VICTOR 20-3347

### TONY MARTIN

**Comme Ci—Comme Ca**
**The Bells in Her Earrings**

RCA VICTOR 20-3367

### PEE WEE KING

**Waltz of the Alamo**
**The Color Song**

RCA VICTOR 21-0015

### ELTON BRITT

**Candy Kisses**
**You'll Be Sorry From Now On**

RCA VICTOR 21-0006

### EDDY ARNOLD

**Don't Rob Another Man's Castle**

**There's Not a Thing**
(I Wouldn't Do for You)

RCA VICTOR 21-0002

The stars who make the hits are on

RCA VICTOR Records

| | | |
|---|---|---|
| * | 38406 | I LOVE YOU SO MUCH IT HURTS (V FT); LOVE ME! LOVE ME! LOVE ME! (V FT), *Buddy Clark* |
| * | 38404 | DOWN BY THE STATION (V N FT); JUST REMINISCING (V FT), *Ray Noble* |
| | 38407 | COMME CI COMME CA (V FT); WHILE THE ANGELUS WAS RINGING (V FT), *Frank Sinatra* |
| | 38405 | I'M BEGINNING TO MISS YOU (V FT); DON'T GAMBLE WITH ROMANCE (V Waltz), *Doris Day* |
| | 38408 | I GET UP EVERY MORNING (V FT); I DON'T SEE ME IN YOUR EYES ANYMORE (V FT), *Buddy Clark* |
| * | 38409 | THE STREETS OF LAREDO (V FT); UNDERNEATH THE LINDEN TREE (V FT), *Ray Noble* |
| * | 38414 | A DREAMER WITH A PENNY (V FT); IT'S EASY TO REMEMBER (V FT), *Herb Jeffries* |
| | 38413 | I'LL WAIT (FT VC); FUNNY LITTLE MONEY MAN (FT VC), *Kay Kyser* |
| * | 38410 | FOREVER AND EVER (V W); I'VE BEEN HIT (V FT), *Dinah Shore* |
| | 38412 | BEWILDERED (V FT); GIRLS WERE MADE TO TAKE CARE OF BOYS (V FT), *Herb Jeffries* |
| | 38415 | LEMON DROP (FT VC); SIMILAU (Afro-Cuban VC), *Gene Krupa* |
| | 38416 | JOHNNY GET YOUR GIRL (V FT); BUSY DOING NOTHING (V FT); *Modernaires* |
| * | 38418 | YOU BROKE YOUR PROMISE (V N); MR. SEARS AND MR. ROEBUCK (V N), *Dorothy Shay* |

**DISCOVERY**

| | | |
|---|---|---|
| | DR 503 | OOH, DOCTOR KINSEY! (V); AFTER YOU'VE GONE (V), *Martha Raye* |

**M-G-M**

| | | |
|---|---|---|
| | 10359 | ALWAYS TRUE TO YOU IN MY FASHION (V FT); SO IN LOVE (V FT), *Jane Harvey* |
| * | 10356 | FAR AWAY PLACES (V FT); A ROSEWOOD SPINET (V FT), *Kate Smith* |
| | 10358 | PEGGY DEAR (V FT); WHEN THE ANGELUS WAS RINGING (V FT), *Johnny Desmond* |
| * | 10365 | YOU WAS (V FT); GET A LITTLE SUMMER IN YOUR KISSES (V FT), *Art Lund* |
| * | 10369 | YOU'RE SO UNDERSTANDING (FT VC); MISSISSIPPI FLYER (FT VC), *Blue Barron* |
| * | 10368 | CARAVAN (V); A SENORITA'S BOUQUET (V), *Billy Eckstine* |
| * | 10367 | HUMPHREY BOGART RHUMBA (V); JOHNNY GET YOUR GIRL (V), *Betty Garrett* |
| * | 10372 | IT'S A BIG WIDE WONDERFUL WORLD (FT VC); JUST REMINISCING (FT VC), *Jack Fina* |
| | 10371 | JUST ONCE MORE (FT VC); HOW MANY TEARS MUST FALL (FT VC), *Frankie Masters* |
| * | 10375 | BE MINE! (V); WIND IN MY SAILS (V), *Derry Falligant* |
| | 10376 | THE STREETS OF LAREDO (V FT); I GOT A GAL IN GALVESTON (V FT), *Jack Kilty* |
| * | 10377 | COMME CI COMME CA (V FT); MY DREAM IS YOURS (V FT), *Johnny Desmond* |
| | 10381 | WHEN YOU'RE IN LOVE (V FT); ONCE AND FOR ALWAYS (FT VC), *Art Mooney* |
| * | 10379 | LOVE ME! LOVE ME! LOVE ME! (FT VC); WHEN IS SOMETIMES (FT VC), *Jack Fina* |
| * | 10378 | I THOUGHT I WAS DREAMING (V FT); TENNESSEE TANGO (FT VC), *Francis Craig* |
| | 10382 | KEYBOARD KAPERS (Inst.); LAZY MORNIN' (Inst.), *Earl Hines Swingtette* |

**M-G-M FOLK**

| | | |
|---|---|---|
| * | 10364 | YOUR KEY DON'T FIT MY LOCK NO MORE (V); YOU'RE FREE AGAIN (V), *Sam Nichols* |
| | 10363 | TEXAS ROSE (V); CHEROKEE WALTZ (V), *Sheb Wooley* |
| * | 10370 | PLAYBOY CHIMES (Inst.); DOG HOUSE BLUES (V), *Bob Wills* |
| | 10366 | CANDY KISSES (V); TENNESSEE BORDER (V), *Bud Hobbs* |
| * | 10380 | CARELESS HANDS (V); LADY OF SPAIN (Inst.), *Arthur Smith* |
| | 10374 | WHO'S LONELY NOW (V); I WANTED YOU FOR A LIFETIME (V), *Red Sovine* |

**NATIONAL**

| | | |
|---|---|---|
| | 9065 | DEEP PURPLE (V); LEAVE MY GAL ALONE (V), *The Ravens* |
| | 9067 | UP IN THE ALLEY (V FT); A LONG TIME (V FT), *Tommy Edwards Trio* |
| | 7024 | I YI YIMMINY YI (V N); I DON'T CARE IF I NEVER GO TO BED (V N), *Al Trace* |

**VICTOR**

| | | |
|---|---|---|
| | 20-3343 | DON'T LIE TO ME (FT VC); A SENORITA'S BOUQUET (FT VC), *Vaughn Monroe* |
| | 20-3344 | UNDERNEATH THE LINDEN TREE (V FT); PUT YOUR SHOES ON, LUCY (V N), *Fontane Sisters* |
| | 20-3345 | YOU SAY THE NICEST THINGS, BABY (FT VC); NO MOON AT ALL (FT VC), *Page Cavanaugh Trio* |
| * | 20-3338 | MACNAMARA'S BAND (V N FT); CLINK CLINK POLKA (V N FT), *Spike Jones* |
| | 20-3340 | MISSISSIPPI FLYER (FT VC); LOOK UP (FT VC), *Tex Beneke* |
| | 20-3355 | DREAMER WITH A PENNY (V FT); I'M BEGINNING TO MISS YOU (V FT), *Bill Lawrence* |
| * | 20-3302 | LADY OF SPAIN (FT VC); I'VE GOT MY LOVE TO KEEP ME WARM (FT VC), *Ray Noble* |
| * | 20-3359 | KNOCK KNOCK (V N FT); YA WANNA BUY A BUNNY? (V N FT), *Spike Jones* |
| * | 20-3360 | TENNESSEE SATURDAY NIGHT (V FT); YOU BROKE YOUR PROMISE (V FT), *Pied Pipers* |
| | 20-3362 | OH MARIE (Polka); LULLABY WALTZ (VC), *Johnny Vadnal* |

# Recommended Albums

Columbia C179

VICTOR HERBERT MELODIES featuring Al Goodman and his Orchestra. Ah! Sweet Mystery of Life, Sweethearts, Kiss Me Again, A Kiss In The Dark, For I'm Falling In Love With Someone, Thine Alone, Gypsy Love Song, When You're Away.

A cavalcade of the best of Victor Herbert's operettas and light operas, done instrumentally by Goodman and his lads. Tunes are standard in public favor and operators can use to advantage on the new enlarged programs. Tops for wired systems.

Columbia C-178

SONGS TO REMEMBER featuring Peter Yorke and his Orchestra. Somewhere A Voice Is Calling, Love Here Is My Heart, Just A-Wearyin' For You, Songs My Mother Taught Me, By the Sleepy Lagoon, Intermezzo, Moonlight and Roses, Evensong.

Peter Yorke has long been a favorite in England and his talents for smooth, delicately molded arrangements are well known over there. This grouping presents him at his best on favorites, both American and English. Fine for background music in dining spots, or spot one of these on your program menu from time to time for extra gravy.

M-G-M 39

TANGOS FOR TWO by Harry Horlick. Jurame, Orchids in the Moonlight, Derecho Viejo, Poema, La Cumparsita, Adios Muchachos, Por Que?, Milondita —Addio.

An album of some of the best known tango melodies for use in your dance spots. Horlick has recorded them all in standard dance tempo and occasional use might prove profitable.

M-G-M 40

EASTER PARADE featuring Judy Garland, Fred Astaire, Ann Miller, Peter Lawford. Easter Parade, Fella With An Umbrella, A Couple of Swells, When the Midnight Choo Choo Leaves for Ala-


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bam', I Love A Piano, Snooky Ookums, Better Luck Next Time, It Only Happens, Steppin' Out With My Baby, Shaking the Blues Away.

Names on these discs will attract attention and garner plays. Film of same name will be playing nationally around the Easter season. Operators can cash in by using some of the numbers listed above. First two have best chance on automatics. Victor P-236

FRANZ LEHAR MEMORIAL ALBUM featuring Al Goodman and his Orchestra. Merry Widow Waltz, Vilia, Love Is A Pilgrim, Say Not Love Is A Dream, White Dove, Are You Going to Dance.

The best of Lehar's operetta selections are waxed here. Charles Fredericks and Eileen Farrell are featured on vocals. For occasional use only.

# Five-State Phonograph Convention Date Set

MINNEAPOLIS—Date for the next regional coin machine trade convention has been announced for April 25 to 26 and it will be held at the Hotel Radisson here. This year it will be known as the Five-State Phonograph Operators Convention, the previous group of four state associations having been joined by the new Iowa Automatic Music Operators Assn.

Ken Ferguson has been named as publicity chairman for the coming convention and has announced headquarters for information at 1014 Ramsey Street, Stillwater, Minn.

The five-state convention will be sponsored by North Dakota Music Operators Assn., South Dakota Phonograph Operators Assn., Wisconsin Phonograph Operators Assn., Minnesota Amusement Games Assn. and the new Iowa association.

Ferguson recently stated that plans are going forward to make the coming convention one of the biggest of its kind ever held. Music operators have established a record in past years in holding their regional conventions. Recording artists, orchestras and other entertainers interested in the phonograph trade, and who happen to have appearance dates in Minneapolis or St. Paul at the time of the convention, will appear at the meetings. Record distributors are also said to be very active in cooperating with the music operators in helping to make the event a big success.

Display space will be offered to manufacturers and distributors and a number of displays are expected to be made in the mezzanine floor of the hotel. A big banquet will end the two-day convention on Tuesday night, April 26.

### *Birney Enlists Music Men*

SIOUX CITY, Iowa—Harold Birney who was recently named membership chairman of the newly organized Iowa Phonograph Operators Assn., reports that the organization is making good progress and that members are being received regularly. He reports also that the Iowa group has joined the music operators associations in four neighboring states to hold a regional convention in Minneapolis, April 25 and 26.

Birney is an operator of considerable experience, has a route of phonographs and also five-ball games in this territory, has a retail record store selling both new and used records. His firm represents Frumkin Sales Co. of Chicago, selling Tempo records to operators and retail stores.

* * *

Gushing Old Lady: "How perfectly wonderful—how in the world did you ever get the little fellow to eat olives?"

Father: "Nothing to it at all—we just started him on Martinis."

| | | |
|---|---|---|
| | 20-3350 | THE HUMPHREY BOGART RHUMBA (VC); SO TIRED (FT VC), *Freddy Martin* |
| * | 20-3348 | SOMEONE LIKE YOU (FT VC); WHERE IS THE ONE? (FT VC), *Tommy Dorsey* |
| * | 20-3347 | FOREVER AND EVER (V FT); I DON'T SEE ME IN YOUR EYES ANYMORE (V FT), *Perry Como* |
| * | 20-3349 | CRUISING DOWN THE RIVER (V Waltz); ALLAH'S HOLIDAY (FT), *Three Suns* |
| * | 20-3350 | HUMPHREY BOGART RHUMBA (V N); SO TIRED (V FT), *Freddy Martin* |
| | 20-3370 | LOVER, COME BACK TO ME (FT); GUARACHI GUARO (FT), *Dizzy Gillespie* |
| * | 20-3369 | ST. LOUIS BLUES (Inst.); BEAUTIFUL EYES (FT VC), *Irving Fields* |
| | 20-3368 | DON'T GAMBLE WITH ROMANCE (V Waltz); SUSY (Waltz VC), *Wayne King* |
| * | 20-3367 | COMME CI COMME CA (V FT); THE BELLS IN HER EARRINGS (V FT), *Tony Martin* |
| * | 20-3366 | LOVE ME! LOVE ME! LOVE ME! (V FT); THE RIGHT GIRL FOR ME (FT VC), *Sammy Kaye* |

**VICTOR FOLK**

| | | |
|---|---|---|
| | 21-0007 | CARELESS HANDS (V); SPEAK AGAIN, SWEET LIPS (V); *Shorty Long* |
| * | 21-0005 | THE LAST TIME I SAW MARY (V); ARKANSAS (V), *Ernie Lee* |
| | 21-0012 | SUNDOWN IN MY HEART (V); OUR ANNIVERSARY (V), *Texas Jim Robertson* |

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_____21-0014 STEEL GUITAR RAMBLE (Inst.); LEFT ALL ALONE WITH A BROKEN HEART (V), *Cecil Campbell*

*_____21-0015 WALTZ OF THE ALAMO (V); THE COLOR SONG (V), *Pee Wee King*

*_____21-0016 THE BIBLE ON THE TABLE AND THE FLAG UPON THE WALL (V); DEAR DADDY UNCLE SAM (V), *Georgia Crackers*

_____21-0017 ALMOST EVERY TIME (V); TWO CAN PLAY YOUR GAME (V), *Johnny Tyler*

*_____21-0020 CORN FED ARKANSAS GAL (V); A WOMAN WAS THE CAUSE OF IT ALL (V), *Luke Wills*

*_____21-0018 RUN FOR THE ROUNDHOUSE NELLIE (V); THEY'RE OUT TO TRAY YA (V), *Zeke Manners*

RECORD RATINGS START ON PAGE 28

## Announce Wurlitzer Distributors For Calif.

LOS ANGELES — Music trade circles here reverberated to the big news of the appointment of Wurlitzer distributors in California. Veteran Wurlitzer men will head the offices here and in San Francisco and the announcement is said to "herald a new era for music operators in California."

The Southland Distributing Co. will represent Wurlitzer in the Los Angeles area and its principals are A. M. (Al) Mendez and Norman (Norm) Rothschild. Both are veteran coinmen and also have been known as pioneer Wurlitzer representatives for many years. They will have new quarters at 1128 South Crenshaw Blvd. here after April 4, and assure music operators that the latest in equipment and in expert service will await them.

Stanley Turner, long known as a Wurlitzer service expert in this territory, will be attached to the Southland office. Operators know the quality of service offered through him.

The Emarcy Distributing Co. has opened at 348 Sixth Street, in San Francisco, to offer Wurlitzer service and equipment in that area. Principals in the firm are M. H. (Rosy) Rosenberg and T. C. (Tim) Crummett, both of them pioneers and known nationally as Wurlitzer men. They welcome music men in their area to visit them.

The home office announced the appointment of these distributing firms with great pride in their years of experience and also in their ability to offer the highest standards in service and equipment to music men in the whole state.

### Special Chrome Plating Job Offered on Music Wall Boxes

LOS ANGELES—There's a big opportunity now for music operators in a wide area to give a complete new dress to a lot of wall and bar boxes bought following the end of the war. This is the report of W. E. (Bill) Simmons, Alpha Distributing Co. here, who has established a special high chrome plating service to do such a job.

According to Simmons, there are at least 50,000 such boxes in use or stored that operators bought back when chrome was so scarce the factories were using what was called a "satin finish." It is these boxes that can be made into shining new boxes with a chrome plate job, Simmons adds, and his firm has set up a service to handle all this work. By sending the boxes to a plating firm in quantity, he is able to offer the work to operators at a very attractive price. If operators tried to have the work done in the average quantity, the price would be prohibitive, he said.

"There's a lot of work in doing this complete refinishing job," Simmons says, "and that is why plating firms charge so high for small jobs. But we can offer operators a real service at a price that makes it possible to give a lot of boxes that new finish which will get more coins. The plating operation calls for at least four steps, such as taking off the old finish, copperizing step, then electro plating, and so on. It is a real plating job at little cost."

He also reports that demand is growing for the 30-wire cable offered by his firm to the music trade.

8 FOOT *Superior "Junior"*

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### "Jem Wood" Proves Sensation In Shuffleboard Field

LOS ANGELES — When the ultra-modernistic *Jem Wood* shuffleboard was first manufactured two years ago, it was a custom-made board which cost $1,000. Several months ago Jem Shuffleboard Sales Corp. started manufacturing on a production line basis, and while lowering the price to competitive levels, still retained its custom-made features. Production has now been stepped up to 25 per day to meet an unprecedented demand.

The smart design has not only captured player interest and increased shuffleboard popularity, but it has pleased location owners because it enhances the beauty of the surroundings and fits in with the finest furnishings.

One of the major features which has made *Jem Wood* an instantaneous hit with operators is the hard maple "Polymoin Sealed" playing field. Select hard maple, milled and surfaced to a high degree of accuracy, is not just sprayed with lacquer, but the entire playing field is incased in *Polymoin* and baked. The maple wood is completely sealed, protecting it from climatic conditions and resulting in a slick, true surface. The field is inlaid and the rails are drawn together with wooden pegs instead of nails. Markers and numerals are made of Honduras mahogany, the world's most expensive wood. *Jem Wood* will not pit from hand perspiration and is also alcohol-proof.

Officials at Jem Shuffleboard Sales Corp. reveal that "Polymoin" is a transparent compound; when baked, it becomes four times harder than the hardest wood, and will not chip or mar.

The Jem Wood *Shufflescore* is also proving highly popular. Easily installed on any board, with push-button score control from both ends of the board, the *Shufflescore* collects automatically and does not require removal for servicing as most units do.

### English Coinmen Recall Big Export Days—And Wonder

With the British coin machine trade beset by many hardships, Edward Graves, editor of the coin machine department of the *World's Fair*, London, made a trip to France and then fell to reminiscing on "the good old days" upon his return home. He wrote:

"This brief excursion into using French is due to my trip and to the intrusion into my compartment of someone speaking the language and reminding me of those other brief (to some, perhaps, too long) excursions into La Belle France which, for a while, formed part of the annual itineraries of our coin machine folk. They were THE days but we need not live on our memories alone to be happy. For happiness is where you find it.

"The years since war ended have not, by any stretch of the imagination, been kind to the coin-freed automatic machine business. If anything, the position is now tougher than it was during the first twelve months of peace. But with that amazing ingenuity so strongly ingrained in the character of the people engaged in the business, it has been possible to keep going. It is truly marvelous the way the old and tired equipment has been kept up to a standard of operating fitness. In quite legitimate ways, too.

"Other countries' economic problems have made the hoped-for export trade a much smaller thing than at one time seemed probable. Yet—there has been some good business done, and I take my hat off to those who have so manfully struggled with the many obstacles thrown in their way by officialdom."

# Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ APRIL, 1949 ★ ★ ★ ★


## MERCHANDISE . . .

The business world took note of the downward price trend on candy bars, picturing the trend as one of the signs of the times. Thus, candy has held the news spotlight for some weeks, among all of the merchandise items sold through vendors.

The real basis for the decline in candy prices is said to be the big drop in cocoa bean prices, followed by declines on most forms of chocolate and coatings. The actual cocoa bean situation still has some question marks about it. Market reports suggest there is still a kind of buyer's strike among many of the users of chocolate products. One chocolate firm said the resistance to prices on chocolate products has been a big influence in the present situation.

At the time of preparing this review, there had been a trend for cocoa beans to show slight increases in price. In fact, a government agency and a well-known business reporting agency both listed a rise in cocoa prices recently as one of the factors in the general price trends of commodities in general.

The most recent reports say American buyers, including no doubt candy manufacturers, are still inclined to stand on the sidelines and see what happens. Producers in Africa and Brazil are still holding up deliveries to the market and evidently many American buyers think these stocks will have to be released and then prices will drop further.

Leaders in the big markets have suggested that prices on cocoa beans dropped too much in the last few months, and that some recovery will take place. Just the same, candy manufacturers have gone ahead to reduce prices, or increase the size of bars, or both. Cocoa beans have dropped more than half from the high point last year, and trade leaders don't believe they will go back to the high level unless complete crop failures show up.

Sugar, as an ingredient in many merchandise items, is showing unfavorable market trends just recently. Labor issues in Puerto Rico have added new problems, at a time when this island was being counted on to help swell the total supply of the product.

Annual reports by some of the big chew-

*(See MERCHANDISE, Page 35)*

## *Super Mkt. Expansion Increases Vendor Use*

NEW YORK—Two magazines have recently completed surveys of super market stores, giving increased data on the expansion movement under way in this type of location. A trade paper covering the super market field says there are now at least 11,885 super markets over the country.

The Review Location Chart listed the total number of super markets at 10,500 at the end of 1947, based on various trade reports. These stores have assumed a place of importance to the coin machine trade, due to increased placing of beverage vendors in super markets. Also, in many cities batteries of bulk vendors and other small machines may be found. The small vendors are reported to be very successful in super markets.

The bottling trade anticipates an increasing trend in sales of soft drinks through the supers, especially for on-the-premises consumption. It is this on-the-premises consumption trade that is expected to boost the use of vendors, both cup and bottle.

*True Story*, a popular magazine also made a survey of the super market field and has reported that such stores will sell more and more cigarettes, and this may explain why cigarette vendors may now be seen in many super markets. On basis of unit sales, the magazine reported that its survey put cigarettes in the lead, even ahead of canned goods. On basis of dollar sales, cigarettes and other tobacco products also stood high among the leaders.

### *William J. Newman Co. Expands Vending Lines*

SAN FRANCISCO—So rapidly is William J. Newman Co. building up its vending lines, that the firm is gaining a reputation as the "Vending Machine Department Store of the West."

"In bulk vending," Newman said, "we carry almost every machine made, including *Silver King, Master, Victor, Columbus, Atlas Bantam*, and Northwestern *Dual-Nut* and *49er*."

Newman stresses that many operators are overlooking the potentialities of the Alkuno 5c gum and Life Saver vendor. "There are plenty of locations which do not sell nickel gum or Life Savers over the counter which would make ideal locations. Gum and Life Savers are year-round sellers, regardless of climatic conditions."

The company's first shipment of Rock-Ola *LoBoy* scales was exhausted the same day received. The second shipment has arrived, and Newman now promises immediate delivery. "It's worth while for operators to get complete information on the *LoBoy*. There is no merchandise to buy; the first investment is the last. And," he added, "operator's old age pension is secure with *LoBoys* on location."


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### *Pop Corn Dispenser Gaining Favor On Low Service Costs*

CHICAGO—Operators like the *Hot-Pop* way to sell pop corn, according to Harold Schaef, head of Victor Vending Corp. Operators in all parts of the country, he said, have learned how practical it is to arrange with the location to service the merchandisers and in that way cut servicing costs to a minimum.

"Operators will know what I mean when I stress the importance of cutting costs in every way possible," Schaef added. "We keep in contact with operators all over and all of them feel that ideas and machines that help in reducing servicing costs help where it is needed most. Our firm has kept this idea in mind all through the years and designs all its products with the idea of holding servicing costs low, if possible. This new pop corn vendor is one of the most practical things we have ever developed."

Distributors have reported a rapidly growing demand for the hot pop corn dispenser, saying that many operators have wanted to get into the pop corn field but have hesitated. But the Victor dispenser offers so many practical advantages that operators take it on, quickly, distributors say.

The dispenser is not coin-operated and the manufacturer says this is proving to be a real advantage. Operators collect their profits in advance and locations are expressing their approval of the selling method. Pop corn sales are picking up wherever the dispensers are placed. Its practical size, 31 inches high and with a base 14 inches in diameter, also appeals to locations and hence operators can expect many places just waiting for the machines to be installed, Victor officials state.

## Not Quite A Vendor— But It Does Use Coin

DETROIT—One of the most spectacular uses of coin operation in trade history has been tested by more than 300 retail stores here. Backers of the idea say it will also be put into use in the Twin Cities soon.

The plan is designed to make it convenient for people to do after-hour shopping and in that way make window shopping pay off in more ways than one. A tiny microphone is linked with a wire recorder and the window shopper can speak his orders into the mike.

But first, the customer must drop a quarter into the slot, then he can give his name and address and order whatever goods desired. Then the store does the rest. From the recording made, the store fills the order and delivers it the next day. The quarter is deducted from the total of the bill.

The man who devised this novel way of shopping is said to be Louis Kilgore, a former St. Paul merchant. This city has seen many plans for automatic merchandising but this is considered the most novel use of a coin-operated hookup yet to appear. In recent years plans have been talked in certain circles here to set up fully automatic stores, based on the idea of small suburban phone stations that were used during the war.

The use of vending machines for after-hour shopping made big headway in England and Germany some years ago, but the idea never took on in America. The Detroit plan of a mike and wire recorder, operated by a quarter, may be quite different from the actual use of vendors, but it is proving successful—and it does use a coin.

### *Candy Manufacturers Will Hold Convention Next June*

CHICAGO—Preparations are now in full swing for the 23rd Confectionery Industries Exposition, and also the 66th annual convention of the candy trade, under the auspices of the National Confectioners Assn. Date set for the convention is June 5 to 9, at the Stevens Hotel.

T. S. Stempfel, vice president of E. J. Brach & Sons, is general chairman of the convention plans. Other candy manufacturers are serving on the committee to plan various activities.

Candy manufacturers and suppliers promise almost an acre of exhibits of candy making machinery, equipment and ingredients and an attendance of more than 5,000 is expected. Operators of vendors would not see much to interest them unless they want to see the latest machinery for making candy bars. Candy jobbers will hold their annual convention at the Stevens, June 26-29, and operators have shown a tendency to attend this convention because of the candy bar displays. In the last two years, vending machines have also been included in the program.

### *U. S. Chewing Gum Develops New "Seel-Tite" Polish*

OAKLAND—U. S. Chewing Gum Mfg. Co., one of the country's outstanding manufacturers of high quality ball gum for the vending trade, has developed a new exclusive polish known as *Seel-Tite* which the manufacturer guarantees will seal in the color, flavor and chew for a longer period of time than any ball gum ever made.

In making the announcement, L. H. Strickler, company president, said: "After many months of testing in our laboratories, we have developed the *Seel-Tite* polish, which keeps heat, cold and dampness from cracking or discoloring ball gum. This development, added to the fact that *Star* ball gum contains the same base and flavoring as nationally advertised brands of stick and tablet form chewing gum, assures operators of the finest product obtainable."

He added that *Star* ball gum, with the new *Seel-Tite* polish, is offered to the trade without any increase in price.

### *Torr Offers Finance Plan*

LANSDOWNE, Pa.—Roy Torr, one of the most widely known distributors in the coin machine trade, reports that his plan of financing the purchase of standard makes of machines is proving a boon to many operators.

"Operators really need help," Torr says, "and when they can get standard makes of machines, then the advantage is all the more important. We represent a number of the best known manufacturers in the business and can always supply operators the best products on the market."

Torr explained that he can offer the standard makes of machines on a 20-payment plan that will prove a convenience to many trade members. He says his offerings are low-priced merchandise vendors, usually sold on a cash basis.

His idea, he said, is to make it possible to buy vendors for ball gum, candy and salted nuts on the same basis that operators have been buying phonographs, scales and other large machines. The plan is already working, he states, and his purpose now is to let more operators know about it.

* * *

"How much do you charge for children's photographs?"

"Five dollars a dozen."

"I'll be back in a few years. We only have ten now."


**New "CHARM KING"** Ball Gum + Charms = $ $ $

***The Kids Really go for THIS one because it* DISPENSES BOTH GUM AND CHARMS**

Only **$13.95** F.O.B. Aurora, Illinois

**All kids go for Gum Balls. And they all go for Charms. So *here* is a dispenser that gives them *both* for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mill dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.**

***Others low as $10.55 in quantities. "Hot Nut", Nut and Ball Gum Vendors 1c-5c—2 for 1c U.S. and Foreign Coins.**

and Here's ***ANOTHER WINNER***

The New **"HUNTER"** Only $45.00 F.O.B. Aurora

**Nets up to 75c of Every Dollar You Take in!**

**"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. *No coin return.* 2. *No gum dispensed unless the player wants it.* That's why many report a *net* of 75c out of every $1 the "Hunter" takes in. Can you beat *that* for a "Gold Mine?" Order now through your jobber or write for illustrated literature.**

**SILVER-KING CORP.**
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# "Hot-Pop" IS THE HOTTEST MONEY-MAKER EVER BUILT!

## No Coin Chute! No Collecting! No Servicing!

## BUT PROFITS A-PLENTY!

**HERE'S HOW IT WORKS**

The operator places *Hot-Pop* on location. He sells the location the popcorn, collecting the money in advance at the time he makes his weekly delivery. Inasmuch as *Hot-Pop* is not coin-operated, there are no service calls. Locations keep the machine filled and dispense corn to customers at a profit. Locations are easy to get because they are not obligated to buy or rent the equipment and they know fresh hot popcorn stimulates their bar business.

**HERE'S WHY IT'S SO PROFITABLE**

At a very small investment and without any maintenance or service problems, the operator makes a 50% profit on every bag sold! Each two-pound bag of corn costs $1.35. The operator sells it to the location at $2.70. This profit margin applies only when the operator buys corn already popped; if he pops his own corn, he increases his profit an *additional* 50%!

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## ACE VENDING & DISTRIBUTING CO.

**2702 West Pico Blvd. Phone REpublic 2-8139 Los Angeles 6, Calif.**


## MERCHANDISE

*(Continued from Page 33)*

ing gum and cigarette manufacturers made news recently, and also added new evidence to the new sales records set last year for these items.

The general outlook for all merchandise items is considered very favorable. The general downward trend in food prices will certainly help to produce favorable price trends on vending goods, and there are no real threats of shortages. Fruit juices (citrus) show the only exception to the general trend, for prices on citrus products have shown recent increases. But there is no indication of a shortage in canned juices.

It is too early in the year for crop reports to begin to have any effects on price trends in merchandise. Also, the full effects of the heavy exports of peanuts on prices cannot yet be realized. Current reports suggest a firmness in the markets.

A review of reports on various merchandise items follows:

**Apples**—Markets show the usual quiet condition for the season. Vendor activity in handling the product is very limited.

**Aspirin**—The peak season in demand is nearly over and production is lower, according to drug trade reports. The field is still open for wider use of vendors for this item.

**Almonds**—The entire spot nut market is in its seasonally quiet period, and this applies to almonds. Most of the market reports do not even mention news about almonds.

**Candy Bars**—Headlines have said: "Sales of Candy Bars Spurting; Big Producers Cut Prices; Retailers Reduce Rates To Meet Competition." This was a normal flow of news, as soon as manufacturers announced lower prices on bars. Such reports were based chiefly on news from chain stores and super markets, some of them saying sales had jumped 10 to 20 per cent. Operators of candy vendors are not in a position to announce 3-for-10 bargains, so would not share in such sales boosts. Operators have been more concerned about factory activity than consumer bargain sales.

The candy trade is still mulling over the official report on candy sales in 1948—total bar poundage sales having dropped very slightly under 1947; total sales of all kinds of candy dropped 4 per cent under 1947 in poundage.

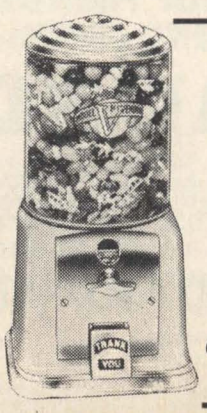
Recent market reports on corn products, cocoanut, etc., have shown candy manufacturers to be active buyers. Looking back to April 1948, candy bar output had a 15 per cent poundage increase over the same month in '47, to reverse the declining trend during the first quarter. Maybe April 1949 will show similar big gains. More details will be found in the section on *Candy Vending*.

**Chewing Gum**—An official government report on chewing gum manufacture added a halo of optimism to a trade already happy about its rising sales. The Census Bureau says chewing gum manufacturers had a gain of 144 per cent in business in an 8-year period beginning in 1940. Chewing gum sales in 1947 were more than twice as large as in 1939, total factory sales in 1947 amounting to $148,300,000. Wrigley sales in '48 were nearly twice the total in '46, showing that postwar sales are on the upward swing. American Chicle made good sales gains last year, and the last quarter showing that sales are still going up. From a consumer demand standpoint, chewing gum has become one of the most potent sellers in the merchandise field.

**Cigars**—Federal revenue reports show that total cigar sales dropped last year, but the trade reports that sales of the more popular types made real gains; unit output of cigars last year made gains but 1941 still has the peak record for cigar use in the present 10-year period. Trade predictions are that total cigar use may decline slightly this year, although the popular-priced brands will gain as more costly brands lose. However, Bayuk and other makers reported a slump in January sales, said to be due to retailers cutting stocks.

**Cigarettes**—Revenue Bureau shows a good increase in cigarette revenue last year, and unit tabulation puts total output at 348,730,092,913 cigarettes. The tobacco trade, however, says total production last year reached the 388 billion mark; the government tax report would not show stocks on hand at end of year.

An official prediction says "cigarette consumption is expected to remain large in 1949 and may increase slightly over 1948." Experts have been saying since the end of the war that a general decline in incomes of wage earners would halt the annual gains in cigarette use. Operators of cigarette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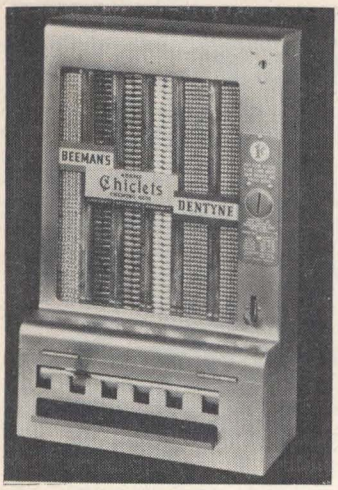


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## OF MERCHANDISE VENDING MACHINES

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Red or Blue Hammerloid baked finish (limited number in Satin finish Stainless Steel) slug proof with coin return; 6 columns, 300 piece capacity; 16" high 4½ deep, 10" wide; weight 20 lbs.

Has rubber feet for easy counter installation or may be mounted on wall, pedestal stand or by bracket to side of any merchandise vending machine. Brackets and pedestal stands available at slight additional cost.

**YOUR SALES CAN BE INCREASED BY 20% AND YOUR NET PROFITS 25%**

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**HAL R. MEEKS,**
NATIONAL DISTRIBUTOR

Factory reconditioned Mills Venders cannot be told from new in appearance or operation and carry standard new machine guarantee at new low prices.

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vendors have recently reported that the spring pickup in sales is slower than usual. Last year, the cigarette output in April was the second highest month for the year, ranking next to August output. More details will be found in the section on *Cigarette Vending.*

**Cookies**—Trade reports are meager, except that flour sales are slow again; prices on shortening have declined with the general trend.

**Coffee**—Prices on coffee beans are holding high in the big markets, and even show tendency to rise; other countries are cutting use of coffee, leaving a bigger supply to the U. S.

**Frozen Foods**—According to THE REVIEW Calendar, the frozen food industry is holding its annual convention as this report is being written, hence news from the convention is lacking.

**Ice Cream**—The ice cream trade is now busy in its plans to build up sales during the coming summer; March is the usual month for production to show seasonal gains. The industry will try this summer to reverse the downward trend in sales that has been under way since 1946.

**Juices**—Weather has played a heavy hand in the citrus juice market. The latest general report available says prices are advancing and that orange and blended juice are at the season's highest; further advances are expected because processors of concentrates are taking a bigger and bigger share of total crops. Season's orange pack to March 1 was reported off by about 36 per cent.

**Nuts**—As mentioned earlier, the entire nut market is in its quiet season, however early March reports said an improvement in demand for cashews and pecans had been noted.

**Peanuts**—Most recent market reports say, for Chicago—demand good, especially for Spanish, limited trading in Jumbos; New York—demand light, with some sales to candy manufacturers; Los Angeles—demand fair, and steady for Spanish, slightly stronger for Virginias. Acreage allotment for next crop has been cut 19 per cent below 1948 total. Export of peanuts continues heavy and holds prices up, also reducing supply in the U. S.

**Pop Corn**—Principal news in the pop corn field relates to the effects of the big crop last year, which reduced prices, and is likely to lead to small acreage this year; high yield per acre in 1948 produced the unusually high total in poundage. Definite reports on trends in consumer use of pop corn are lacking. Leaders among processors of pop corn have said that trade conditions are favorable, but expressed the view that operators of pop corn vending machines too often use an inferior product and hence hurt the business.

**Soft Drinks**—The most interesting reports come from suppliers of ingredients, such as flavors and sugar, and these markets point out soft drink manufacturers as seasonally active. In the soft drink trade itself, there is still much agitation about prices and discussions of small profit margins among bottlers. The public view now current that prices must come down is a decided handicap to any plans by bottlers to raise prices. If public sentiment for lower prices holds the spotlight much longer, it will also be a problem for those operators who may plan on the dime price in cup vendors. Bottlers complain of rising sugar prices, and also have asked makers of bottle caps to reduce prices; at least one bottle cap maker had recently raised prices. A soft drink trade paper says only 11 per cent of bottlers, in a survey, said they plan to boost prices to dealers.

The soft drink trade has been disturbed by more state legislative proposals this year than usual, but in comparison with the number that usually shows up to tax vending machines, the soft drink bills are few in number.

## *St. Louis*

The 1949 collections started out with an optimistic trend for most operators in music, pin game and vending fields, according to an early February check with luminaries in each type of operation. Where numerous operators and distributors had gloomily predicted a dull January, unusually mild weather and Christmas bonuses for the average workingman contributed to plenty of play in all types of amusement devices.

Particularly interesting was a 10 per cent upturn in candy vending, which some operators credit to the "sweet tooth" a lot of citizens develop over the Christmas holidays, when there is candy available at every turn. Also, popular candy bars which were short all during 1948 appear to be available in sufficient quantities to stock most 8-column vendors with topnotch favorites.

While operators report that they didn't buy as much new equipment as usual at the CMI Show, there was brisk purchasing through distributors, specifically in phonographs and new pin games. Most veteran coinmen are still complaining bitterly about high prices, but the reduction in several manufacturer's prices is helping to assuage that sour note.

St. Louis was remarkably free of the usual turn-of-the-year new tax scare as February went by, with only one bill, concerning taxes on merchandise vendors of various types, in the offing.

With sensational success being scored at every turn, shuffleboard interest has grown sharply in the 49th State.

No plans have been announced for the next meeting of the Missouri Amusement Machine Assn. President Lou Morris feels that presence of almost the entire membership on the train to the CMI Show represented a worthwhile ex-officio meeting!

One unexpected problem in the St. Louis area is the shortage of good phonograph and games mechanics. Many of the old-time repairmen are going into active operations on their own, which means fewer experienced men for the shops of distributors. That is what some distributors are saying.

***Robert Latimer***

* * *

"Here comes a friend of mine—he's a human dynamo."

"Really?"

"Yes, everything he has on is charged."


**CALIFORNIA FRENCH-FRIED**
**VEND - SIZE**

# ALMONDS 65c LB.

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**Packed in 5-lb. Tins—30 lbs. to Case**
**DON'T BE MISLED! THESE ARE POSITIVELY THE FINEST ALMONDS ON THE MARKET**
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# Regional Business Reports

By REVIEW REPORTERS

## Industry Feels Spring

As a matter of record, the regional reports made by our news correspondents chiefly cover the first half of March. At that time there were definite signs that spring was on its way, but not here in full force. Hence, the signs of seasonal gains in business were still limited.

In some areas that had been marked by unfavorable weather, there were reports of better weather. In the resort areas, operators and locations were bestirring themselves to get ready in time. Even the games manufacturing industry in Chicago reported that operators all over the country were moving into action for the good months that make up the second quarter of the year.

It was too early to get official reports on general business but most sources suggest that the national business picture started off slower in the first quarter, with many signs of a leveling off—and many of these must be considered favorable in the long run. Prices were beginning to break, even on metals, and price breaks hurt some and help others. For operators, the chief worry was what the general conditions would do to locations and to employment.

Generally, reports from operators express the idea that there has been a pickup in the patronage of most types of machines. But the gains thus far have been slower than usual.

Manufacturers of games have reported increased sales and this means that operators foresee increased business. Music manufacturers showed new activity late in 1948 and most recent reports on music show distributors carrying on this greater activity. Music operators do not report any real signs of increased play.

The games business during the first quarter was in suspense, due to adverse legislative proposals in many states. But to date, no extremely adverse laws have been reported as passed—but some mighty tough bills are still in the hoppers. On the very encouraging side was a new law in Arkansas which sets precedent as the first state to legalize free games. For both music and games, reports suggest that operators recently have been watching and also changing locations more frequently, due to employment conditions.

Reports on shuffleboard suggest that the idea of shuffleboard parlors may be really taking hold, and may become one of the biggest factors in spreading and prolonging this form of game. Reports on play are favorable but sellers of the boards say competition has reached a high pitch.

In the vending field, weather conditions have made the soft drink vendor business show a spotted picture. Candy sales in all fields have been encouraged by lower prices; however, operators of candy vendors have the problem of shorter work weeks and fewer employees in many factories. So do cigarette operators, and cigarette operators are also having more tax proposals than other vending operators.

State legislation dominates nearly all reports. But by another month most of the Legislatures should have about finished their programs for 1949.

Reports from various trade centers follow:

## BUSINESS BAROMETER

MARCH 1949

| | GENERAL BUSINESS | AUTO. PHONOGRAPHS | AMUSEMENT GAMES | SHUFFLEBOARDS | BEVERAGE VENDORS | CANDY VENDORS | CIG. VENDORS | POPCORN VENDORS | OTHER VENDORS | SCALES |
|---|---|---|---|---|---|---|---|---|---|---|
| Cincinnati | N | B | B | A | N | N | N | N | N | N |
| Columbus | B | N | N | A | B | N | B | N | N | B |
| Denver | B | N | N | A | N | | N | | N | A |
| Los Angeles | B | B | B | A | B | N | N | N | N | N |
| San Francisco | B | B | B | N | B | N | N | B | N | N |
| Seattle | N | N | N | A | N | A | N | N | N | N |
| Spokane | A | N | N | A | N | N | N | N | N | N |
| Twin Cities | N | N | B | A | N | N | A | N | N | N |
| Washton., D. C. | N | B | A | | B | A | N | N | N | N |

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

## Cincinnati

The general automatic business picture seems to be taking on a slightly brighter hue, with cheering price reductions on some items, and new ideas in others whetting the buyers' interest. Broadly speaking, returns have been as good as those of last month and compare favorably with the same period last year. More than the ordinary jockeying of locations is taking place to meet the employment situation.

Automatic music did as well as in the previous period, but the outlook is clouded by several factors. A new video station is due to open shortly, bringing the total to three for Cincinnati. Unemployment continues to rear its ugly head, with a consequent curtailment of entertainment nickels. However, the six-for-a-quarter machines are doing an excellent business, and this may be what the public wants—bargains!

Now, the State threatens to levy a $75 tax on every music box and game, and the APOA is girding for the fray. If successful, it will mean another feather for Organization as against every-man-for-himself.

The status of amusement games remains the same as for music, with receipts equaling those of last month, it is estimated.

Coin-operated shuffleboards, it is reported, are doing a wonderful business, and with a maximum of satisfaction, but they cannot equal the non-automatic type in their appeal here. More of the latter are showing up, with some spots having more than one board in play. No exclusive shuffle parlors are in evidence in the area, but several operators were intrigued with the idea.

Soft drinks experienced something of a lull as just a few cold days tended to quench desires for cold beverages. Even with lay-offs taken into consideration, the decline is regarded as only seasonal, with no long view implications.

Milk sales, too, were affected in the same manner, but this business is regarded as having been normal for the time of year.

Candy sales were off slightly from the preceding month. The announcement that one-cent bars are appearing, weighing half an ounce, was good news to the operators, indicating a downward trend in prices.

Cigarettes continued to hold their own in the automatics, with only expected seasonal drops being noted. The inclusion of premium coupons has increased the sales of Raleighs in the area, although the leaders are not threatened in the least. The new sports arena just opened here is reported to be a disappointment to cigarette men, as smoking is frowned upon, and the audience is too interested in the get-away to patronize the automatics extensively.

Pop corn had another good month, which could have been better had Old Man Winter not been so kind, with very little cold weather, and hardly any snow.

Indoor arcade receipts were excellent, and voice-letter machines are catching on better as the public becomes acquainted with the technique.

Folk and race tunes held the spotlight in record sales, with business very encouraging. Cincinnati is becoming something of a cutting center, with several top companies sending their artists here to make recordings as a matter of geographical convenience.

Automatic laundry business was about on a par with last month, it is believed.

There was a gratifying improvement over last month in nut vendor receipts, probably due to high prices compelling nut lovers to buy in smaller quantities as supplied by the machines.

Chewing gum has been flying a steady course for the past several months, and the situation remains static, but good.

Rain one day, sunshine the next, helped the shoe-shiners whose business will get better as the weather improves. Ten and fifteen cents manual shines are not competition at all with the nickel automatics on the job.

Scales did a seasonal but satisfactory business.

There are 586 locations operating gaming devices in the Cincinnati (U.S. Bureau of Internal Revenue) district, or about 13 per cent of the Ohio total.

The labor picture began to brighten as of February 5, and by the end of the month unemployment had declined 22.3 per cent from the high of January 15.

*George Keith*

## Columbus

Dollar volume of Columbus department stores during late February fell 13 per cent

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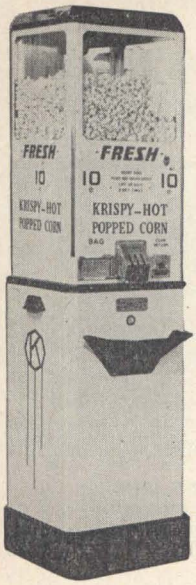


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During the past 12 years Kunkel engineers have consistently added new improvements to the Model K—one more reason why this dependable vendor has proved its superiority on all types of locations . . . Manufactured by a firm with 30 years experience in coin-operated machines, the Model K's outstanding features have made it tops among leading operators.

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## GOLDEN STATE VENDORS

EXCLUSIVE NATIONAL DISTRIBUTOR

**3016 Asbury Street** **Los Angeles 31, Calif.**


below last year, according to the Federal Reserve Bank of Cleveland. Every city in the Fourth District reported a year-to-year decline.

Television has made great strides here during recent weeks. Nearly every large store has television exhibits on display. No stations have gone on the air yet, although the Crosley Corp. station WLWC is scheduled for early spring telecasts. Some signals are being received from Cincinnati even now, though these are not dependable because of the line-of-sight difficulty. One downtown bar advertises "Television Nightly" in order to draw in the customers. A 15 by 20 inch screen has been installed in the bar mentioned.

Attempting to hold business up, another bar manager has installed a 16-mm. sound movie projector which flashes its images on a screen at the end of the bar. The talkies have given 25 per cent more trade to the bar. Television is also scheduled for this particular tavern.

A temporary injunction has been granted by Common Pleas Judge G. H. Birrell restraining the city of Warren from enforcing an ordinance establishing a $15 license fee for the operation of coin phonographs. The injunction was sought on behalf of 150 phono operators, owners and distributors in the city by Harold W. Hoffman and Bernard Terry of Warren. The action was filed by them against Mayor Harold C. Smith and Service Safety Director Walter Pestrak. It was contended that the city does not have the power to license coin-operated phonographs as a means of raising funds for general purposes.

Sen. Evan P. Ford, Columbus Democrat, has introduced a bill in the Ohio General Assembly which would knock out Columbus' tax on pin ball machines and phonographs by placing the state in that field. Ford's bill would tax the machines $75 each and $10 for each outlet on music boxes. With the state in the field, Columbus—as well as other Ohio cities—could not levy the tax.

There is not likely to be any legal regulation of pin ball machines in Hamilton, it appears. At a regular session of council, the ordinance offered originally by Councilman Frank Rosendahl was tabled. Tabling was made in his absence. It was said the motion to table was prompted by several objections to the ordinance received by council members. Among objectors reported were the Hi-Y council and four residents of Lindenwald. Now that the ordinance has been tabled, further consideration is not expected.

A license fee on automatic record players in Wellston was reduced to $15 a year at a recent council session there, attended by an overflow crowd of petitioners and spectators. Two petitions asking that license fees on pin ball machines and coin phonos be eliminated were presented. Signers included 21 local business people. Two of them called the tax "an injustice" and said the coin phonos no longer yield the revenue they formerly afforded. The fee was reduced from $30 a year per box on motion of Councilman Charles Newland, with three councilmen opposed. It was asked that the pin ball license be eliminated, but it was retained by a vote of 5-to-2.

Continuing its steady growth in Ohio's capital city, the new sport of shuffleboard is making excellent gains here. More of the new games are to be seen around town as taverns take them in to attract added business.

Although colder weather was on tap in March—as compared to the wonderfully warm winter we have had in the Buckeye State—bottlers expect another good season ahead. One leading bottler said it appears that "we will have a year similar to 1948." He added that various industries are going through phases of under-supply and overproduction.

Candy supplies are good, with prices lower, bars slightly larger and chocolate better and more abundant. Several theaters retain their candy machines, although a few of the neighborhoods have set up their own candy counters. In many instances they charge six cents for a bar, while the machines retain the nickel price.

William D. Bailey, supervisor of the excise section of the Ohio Dept. of Taxation, reported that cigarette tax stamp sales for the month of February totaled $1,247,347, as compared with $1,253,344 in the same month last year. This was a decrease of $5,997, minor, of course, but important from the standpoint that all sales were on the upgrade last year. Showing a decrease of five per cent were total tax stamp sales-to-date. For the two-month period this year, sales were $2,506,716, while for the 1948 period they totaled $2,519,471.

Pop corn machines are about normal for this 'tween-the-seasons time of the year. Movies are always good spots, but several of the other locations are off a little.

Samples from 40 vending machines dispensing ball gum and plastic prizes have been sent from Akron to a Cincinnati federal laboratory for analysis by a government food inspector. Reason for the analysis is to determine if prizes mixed with the gum could be harmful, an inspector said. The federal inspector came from Cleveland to Akron to examine the machines. The machines were picked up by Akron vice officers after they first received a complaint that a child became ill from the gum. The doctor in the case, however, told authorities the illness was due to another reason.

Milk remains stable. Nut machines are about normal for this time of year.

Scales are, of course, affected by the lowered purchasing power of the dollar, with mechanical help high-priced. Most scales to be seen on the outside are those which give the weigher the chance to guess his own weight free.

*W. C. Arthurs*

## Denver

The Rocky Mountain area is slowly coming out from under the paralyzing wallop handed it during the heavy storms of January and February, and business is beginning to function again, though far from normal. Traveling men are able to get over their territory to some extent. Conditions appear favorable for a good year in 1949, but the months of January and February have been very quiet, with the beginning of March showing some improvement.

Almond and ball gum vendors are going strong and candy bar machines are starting to move, though not as popular as the almond and ball gum machines. It is expected that a new refrigerated candy machine now on the market will prove very popular during the summer months. Its use will avoid trouble with the stickiness usually found in candies in the hot weather.

Increasing sales are being reported on two makes of scales, also on the Rock Ola standard weighing scales, the new models just catching on in Denver. Other territories were much quicker in "catching on." It is reported that an 11-year-old boy in Greeley, who bought one of the new machines, made $11 in one week for his share in pennies.

One firm reports making bumper shipments on shuffleboards. They are sold main-

ly in territory outside of Denver, and the outside demand is heavy. All shuffleboards on hand have been shipped out and carloads more could be sold, they say. Operators seem very happy to get them. While shuffleboard sales are restricted in Denver, they are enthusiastically received in other areas.

Cigarette vending machines have not been affected by the tax on cigarettes as have the cigar stores. Modern Distributing Co. is planning a campaign on sales of *Electro* cigarette machines.

In an effort to meet the increased cost of Colorado state government, a heavy severance tax on Colorado oil has been proposed. The new proposal is for a rate of 22½ and 25 cents a barrel as against the 1947 proposal of 4 cents a barrel. Legislators say the bill will undergo many changes before it is reported out. The tobacco tax dropped from $60,404 a year ago to $55,986, or 7.3 per cent decline.

According to reports, the cut-rate sales of popular records currently advertised by some local dealers have been brought about by arrival of Columbia's LP discs and by the anticipated effect of RCA Victor's 45 RPM product. It is said that, while there may be some market flurry resulting from the new speed system in general, the outbreak of cut-rate offerings now noticeable is merely a continuance of normal trade practices, mostly adjustments brought about by overstocks and the sale of used and unused phonograph material.

While the bebop ideas flourish, there is an increasing renaissance of the old-style Dixieland jazz. It has received its greatest impetus from the unexpected popularity of Pee Wee Hunt's *Twelfth Street Rag*, followed by a series of similar recordings.

Good reports are circulating about the Seeburg *Select-O-Matic*, and operators are taking to it in great shape—earning a lot of money, doubling and tripling the amount of money the other machines are earning in the location. The company is shipping them out as soon as received, one to each operator who orders.

*Frances Conrey*

## Los Angeles

Increased distributor activity has been the most noticeable development in recent weeks, and this especially applies to distributors of phonographs. These firms are adding considerably to their repair and refurbishing work and some say it may be the most marked business advance for the season.

Operators of practically all types of machines give reports which suggest that general business conditions are their main concern. A pickup in nearly all types of machines is reported, but the seasonal gains are slower than usual and the weather is still delaying the tourist influx.

Official reports verify what operators have been saying for months, that people are spending less and that factory activity is showing up spotty. Recent reports show small declines in employment for the state, compared with one year ago; job openings are officially reported to be "well below the number of job seekers."

New factories made good gains last year, according to government reports on the state and the local area. Los Angeles County gained 190 new plants last year, and major expansions were made in 364 other plants. Over a 4-year period the county has had 894 new factories and 1499 major expansions. Over 500 new plants were started, built or announced in the state last year.

Music trade reports continue to be on the quiet side; there is increased interest in records and also in the newest models of phonographs, but trade is off in so many locations. Repair and rebuilding work is most evident in music machines.

The state has more unfavorable legislative proposals than probably any other, and at the present time the April primaries has produced one of those very unfavorable political crusades against amusement games in general. Hence, the games business is in a nervous state for the time being. Operators are reported waiting to see the outcome before making the usual spring expansion.

Shuffleboard has been enlivened by the opening of one parlor and another high class one under way. Distributors of the boards report that competition in sales is now very keen.

All sections of the soft drink trade report sales below the normal curve, due to unfavorable weather, and that applies to soft drink vendors. Activity in coffee and other hot food vendors continues.

Candy and cigarette operators say all they can report is a period of small gains, slower than usual, and the total business depending somewhat on the spotty conditions that are showing up in factories. Operators think the public is suffering from a bad psychology which can only be dispelled by plenty of tourist money.

New pop corn machines have helped to arouse more interest in these vendors. The machines are everywhere in this area and operators are inclined to say sales are not what they should be.

Bulk vendors are off, in keeping with the late season, and operators remark chiefly about the drop from the big wartime earnings. It appears that most bulk vendor routes are running fairly well along like last year.

## San Francisco

A biting cold wave kept amusement seekers out of circulation several months ago. When the wave lifted, the coin trade sighed with relief. Now for the deluge! But instead of a deluge in business, it turned out to be a deluge of rain. Between rainfalls, grosses on bulk vending, cigarettes and candy showed strong rising tendencies. The adverse weather did right well by hot coffee operators and gave beverage men and ice cream vendors a few cash box nightmares.

Nobody can explain it, but for the past four months music in Oakland has been rolling in high gear while San Francisco remains sub-normal with the "sub's" nose still pointing downward. Only noticeable drop in the bright Oakland music picture took place the first two weeks in March.

One of the most successful music operators in the Bay Area, who effuses continued optimism—confirmed by steady cash box takes—analyzes the reason why many operators are being hit by reduced receipts. "The operator comes around to service the machine and finds $8, $10 or $12 in the cash box. He figures that with this low take, he just can't afford to put in any new records so he doesn't change discs for three weeks or a month. Grosses continue to drop each week until the operator is really in a tough spot. A change in records every week—even if only three or four—stimulates play. A change in arrangement of tunes on the selector also helps boost play."

Pin ball operators who regarded shuffleboard as direct competition for location play and who refused to install them are now beginning to wonder about the wisdom of their action. Location owners have


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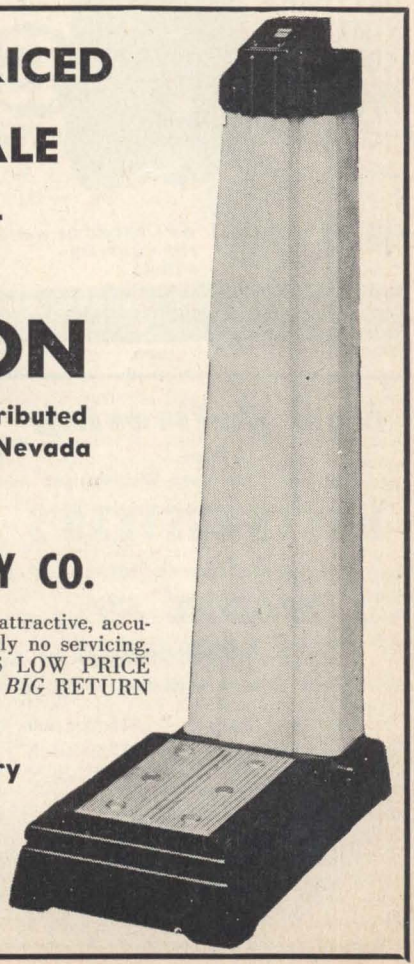

bought their own boards and now that play is slowing in some spots, several owners are letting the players shuffle for free just to stimulate bar sales. Result is that pin game play is being hit hard. Why pay for pin balls when they can play shuffles without pay?

## Seattle

A financially hard-pressed Legislature, that has stopped the clocks and is casting about for new means of getting revenue, a test case on Washington's new liquor-by-the-drink law to determine its legality, a cigarette-tax financed veterans' bonus bill on the Governor's desk, are only a few of the important "centers of interest" being watched closely by coinmen at this writing. While business has picked up generally, the trade is more or less standing still and holding its breath, awaiting the outcome of a flood of legislative proposals directly and indirectly affecting the coin machine business.

The exception to otherwise normal business conditions in Seattle is a wide interest in shuffleboards. They are moving here, though not as fast as in Portland, but enough to kindle active interest in practically every distributor and operator in the area.

Automatic phonographs are getting an increased play, following the general dip in business early this year. Optimism prevails among distributors and operators, with promises of increased employment at Boeing's, in the construction industry, and other lines. A. S. Beutler, Seattle manager of Shaffer Music Co., reports a very favorable reaction to the new *Select-O-Matic 100* (Seeburg) and states that they are moving in "grand style."

Amusement games also were getting increased play early in March. In an advisory election, Spokane residents voted for bell machines, but against pin ball games. The results are not binding but have caused distributors here some worry. Such elections as this continue to pop up in the state and harass the trade, though often, as in the case of Yakima recently, the outcome is an overwhelming vote for amusement games. Some distributors are greatly concerned at this continued sniping, and point out that the results are unpredictable.

Shuffleboards, according to leading distributors, continue to show a "fantastic" gain. The Seattle Amusement Co. reports that (at this writing) two parlors in the University district and one in the Broadway area will open soon. These parlors, containing six boards each, will feature the *Royal* unit. The Puget Sound Novelty Co. is having supply problems, due to the great demand. In Seattle, most of their installations have been on a location basis, but in Portland, they have furnished boards (Rockola) for eight parlors, each with 10 to 20 units. George Trambitas, of Western Distributors, is another who reports increased activity in shuffleboards. Northwest Sales Co., who handle *Olympic* boards, also report that interest is keen.

Beverage venders report that locations, especially theaters, have picked up since the arrival of spring and ice-free roads. Bill Higgins, manager of Automatic Beverage Dispensers, Inc., a new organization, reports continued expansion. The firm distributes Spacarb units in the Pacific Northwest states and Alaska, and also operates a number of Mills dispensers. The severe winter affected sales greatly here.

Candy, gum and nut vendors have been aided by price cuts and greater volume in early March. The Canteen Co. of Washington reports that its sales for the first week in March were greater than in the comparable week last year. Generally, the picture is brighter for candy and nut vendors than it has been in some time.

If the veterans' bonus bill is signed into law, cigarette venders expect a drop in sales. The measure, modeled after the illegal bonus proposal voted in the last election, retains a 10 per cent tax on cigarettes, but provides a different bonding arrangement to meet the law. Venders haven't decided how to handle the price change.

Arcades haven't been getting a great deal of play here, but owners are hoping for troop movements through the port of Seattle this spring.

No report on scales was available for March.

*Robert T. Polison*

**NOTE—Mr. Polison is now a resident of California and Bruce Williams, Seattle, will contact the trade in his stead.**

## Spokane

This city has just gone through one of the most spectacular elections in its history. Pin balls were voted out by a vote of 19,119 for and 24,398 against. Bell machines won by a vote of 23,393 for and 20,102 against. The poor pin-table operators got caught in the squeeze play between the hotel and restaurant men, who are opening their new cocktail lounges, and the private clubs.

The fight was a tough one, with both sides spending thousands of dollars for circulars, newspaper space and radio time. The vote on the bell and pin ball question was just an advisory one and has no legal standing. One city commissioner had to run it off with the runner-up in a previous primary election, two other encumbents having won at that time by garnering over 50 per cent of the votes cast. Police Commissioner W. P. (Bill) Payne lost to Carl Canwell. Payne took a stand favoring pin ball and bell machine operation. It is hard to see why the bells were favored and the pin balls thrown out, unless the voters figured that it was possible for minors to play pin balls, and that bells being located in clubs didn't offer the same problem.

General business is on the upgrade here. A recent report by the Federal Reserve bank showed Spokane as the only city in the Pacific Coast states with an increase at that time. Phonograph operators claim a slight increase due to the availability of better records. Amusement games are showing up in regular one-ball spots and are doing a fair business. Whether amusement games will be permitted to run will not be known until a vote is taken by the new council.

Shuffleboard play is increasing and the number of boards in operation has increased greatly in the past month. It is believed that shuffleboards will replace pin balls in most places that can spare the room. Some taverns now have two boards.

Beverage vendors show a natural increase, due to much better weather. A number of new machines are showing up in a wide variety of spots. Candy and cigarette vendors are average for this time


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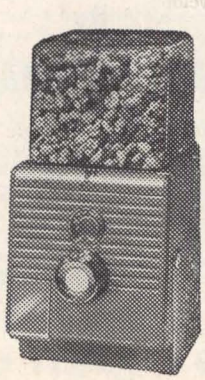

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FIND OUT FOR YOURSELF HOW THE NEW "SEEL-TITE" POLISH — PLUS THE SUPERIOR QUALITY OF STAR BALL GUM — CAN INCREASE YOUR BALL GUM SALES.

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STAR REGULAR BALL GUM
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**35¢ lb.**

*Freight prepaid 100 lbs. or more anywhere in the United States.*

For those who want bubble base gum, STAR'S 5/8" is available at 26c pound—the 3/4" at 27c lb.—freight prepaid on orders of 100 pounds or more as far east as Montana, Colorado, New Mexico, and Texas.

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of year and show no evidence of increase in number. Pop corn vendors of the later types seem to be doing better and are on the increase in number. Scales remain stable, with not much of a noticeable number of new machines in evidence.

Some operators have voiced their opinion that those having a small number of phonographs will not be able to operate profitably without pin ball games and therefore will have to sell to larger operators.

At this time, it is not known whether the county will go down or not. The county doesn't tax or license pin ball or console machines but the state gets 20 per cent and for that reason the county commissioners may let them operate. The Prosecuting Attorney has kept out of all controversies.

The State Legislatures of Washington, Idaho and Montana haven't changed their existing laws regarding bell or pin ball operation. A tax permitting the operation of punchboards seems possible in Washington.

*W. L. Ferrall*

## Twin Cities

The approach of spring, with summer just around a corner, has operators and jobbers alike in this territory smiling optimistically about business prospects—following an average winter spurred on only by the demand for shuffleboards. An increased flow of operators on buying trips into the cities has been noticeable in February and March, an indication of things to come.

Legislation, of course, has been on the minds of all coinmen here, as no doubt elsewhere. A few of the more fortunate coinmen were able to forget legislative troubles momentarily for Florida vacations. However, with things still buzzing "from luke warm to hot" in capitol corridors until the end of April, the industry here cannot afford to be too aloof to legislative matters.

The industry is affected by a number of bills aimed in its direction, mostly unfavorably so, in Minnesota and Dakota legislative halls.

A number of jobbers here, with optimism running high over new equipment, new lines and increased interest in music and pin balls, are adding many new lines to their stocks. Midwest Coin Machine Sales in St. Paul, headed by Jack Karter, has taken on distribution here of *Trans-Vue* television, the first invasion of coin video here.

Most coinmen are of the opinion that, if the Legislature takes it easy on the Industry and passes few, if any, new taxes, then profitable times may be realized during the coming months. The resort season is ahead and that always has promise. Preparing for the resort season, many location owners who depend on coin machines to boost their income, will attend a series of 14 one-day courses conducted by the State Dept. of Business Research and Development. Sanitation, legal, health and hotel inspection divisions will advise the resort men on problems to be met in their business during the coming summer.

Legislative matters are the topic among vending machine operators, particularly soft drinks, faced with penny per bottle taxes and cup licensing restrictive legislation. Like everyone else, the venders are awaiting warmer weather and return to big tourist season to boost sagging profits.

Noticeably quiet the past month or two has been five-balls and arcades, with candy vending holding its own and jobbers able to squeeze a better margin with lowering costs for candy products now being made. Cigarette vending is up but prospects of a 5-cent per pack tax, an increase of 2 cents, is keeping the vending boys' fingers crossed. However, recent developments indicate legislators may give the cold shoulder to the cigarette tax hike in their search for new revenues.

Minnesota Amusement Games Assn. set up 17 regional areas to service members more effectively, with each area covering from three to seven counties in size, each headed by a local chairman to handle local problems when they occur, such as commissions and community and public relations programs at the local level.

The move, which decentralizes the state organization to more effectively carry out an industry relations program, achieves a close tie between state and regional chairmen who keep members posted on MAGA activities on regular basis. A traveling secretary will visit regional meetings and spend time in each area in assisting industry members with their problems. A special meeting held March 1 in Minneapolis outlined the program to members of the board and 17 regional chairmen, in addition to an operator member from each region. Tom Crosby, president, presided.

North Dakota operators met in February, under president Fred Fixel, to discuss legislative matters and Hy-G Music of Minneapolis held a service school concurrent with the meeting at Grand Forks for North Dakota operators.

South Dakota operators met at Yankton, March 6 through 8, and elected officers (not received at press-time). They also considered current legislative matters and heard Dudley Ruttenberg, CMI counsel, discuss industry legal problems.

*N. F. Wood*

## Washington, D. C.

All types of business in the nation's capital are moving along at a fairly normal pace. Unemployment is creeping up slowly, but the number of employed remains about the same as always. The recent wholesale cut in candy bars proved quite a boon to local operators. Sales have been holding steady, and operators have been able to add the price cut to their small profits.

Tavern business has been none too good lately, and that has kept phono grosses down. Cigarette sales began moving up after a slow January and are now running about the same as last year. The bugaboo of the anticipated 2 per cent sales tax has been causing headaches among ciggie operators, however.

Amusement games are bringing in around 12 per cent more than last year, according to one coinman, but he reports his labor costs are also up, with locations demanding more servicing.

Soft drink dispensers are spotted in about 90 per cent of the city's theaters. A good proportion of them have been installed in the past eight months. Business has been slow, but warmer weather will take care of that. A local phenomenon continues to be the way customers flock to the dime movie machines which cover at least half the floor space in the city's arcades. The peep shows are strictly an arcade item, however, so the over-all gross is small compared to other categories in Washington. With the general decline in hotel occu-

pancy, receipts from coin radios have also dropped. About a half-dozen hotels in the medium-priced bracket have them installed.

*Roy S. Ramsey*

### *Annual Peanut Convention Will Look For New Markets*

WASHINGTON—Market problems relating to peanuts will get a hearing during the annual convention of the National Peanut Council here, April 10 to 12. The main theme of the convention will be to increase the quality of peanuts and to boost consumer demand. Due to the big gains in exports of peanuts last year, this subject will also be important.

Leaders in the association are working for an industry-wide conference this year to try to get a wider viewpoint of what the peanut industry wants and needs. Candy manufacturers have been among the most outspoken critics of peanut prices in recent years and their complaints may get a hearing.

The NPC is composed chiefly of processors of peanuts, the firms that prepare peanuts for sale to supply houses in the cities, and then to bulk vendor operators.

### *Blair Holding Corp. Reports*

NEW YORK—Financial papers reported that Blair Holdings Corp., one of the large corporations having a finger in the vending machine trade, set aside a contingent reserve of $500,000 to "provide for any impairment in the investment in Auto-Vend, Inc., and Crown Jewel Ware, Inc."

In its report to stockholders, the Blair firm had a net profit of $46,000 before reserves for security depreciation. After such reserves, however, an operating loss of $69,000 was sustained, which compares with "a much greater one in 1947." The firm has holdings in Pepsi-Cola which were said to have been profitable.

* * *

Then, there's the one about the two artist's models who visited an art exhibit.

One suddenly grabbed her friend and, pointing to a particularly daring canvas, exclaimed:

"Why, Eleanor, that's a picture of you. I didn't know you posed in the nude."

"I don't," came the grim reply. "The rat must have painted it from memory."

# *Service, Quality, Low Prices Spearhead Standard's Amazing Success Story*

OAKLAND—While some bulk vending machine distributors are wailing about small profit margin in the sale of bulk merchandise and yowling that operators will not buy any more new machines, a slender, dark-haired dynamo is writing an astounding chapter in the Bay Area's success book.

Since the war Bert Fraga, head of Standard Specialty Co., has built the fastest-growing vending machine and supply house in the West. And what confounds the trade is that Standard's greatest strides occurred during the past year when many firms experienced a decline in business.

To appreciate the full significance of The Fraga Story, one has to start at the beginning—1936. At that time Fraga owned a service station and used car lot, and like thousands of others he yearned for a business which would not tie him down so stringently.

Fraga chose bulk vending. He wasn't looking for a "soft touch," because he knew that starting any new business venture requires hard work and application.

By 1939 Fraga had built his operation into a 650 machine route. During those three years of operating he had silently protested the unsatisfactory service rendered by distributors, but instead of registering his protests vocally or in writing, he went one better: he became a distributor because he felt there was a need for a live-wire organization serving Northern California.

"I suppose I kind of surprised some of the boys by my methods," Fraga recalls. "Many outfits were only interested in selling machines and merchandise—selling above all else. Then there were those who worked 'hot-shot' deals—unload and get out quick. But as a former operator, I looked at the situation quite differently. I figured like this: If I couldn't help the operator make money, he would buy few machines and little merchandise from me; neither of us would make money.

"By the same token, if I could help the operator place the equipment in good locations, and sell him top quality merchandise, he would make a good profit and be able to buy more machines and merchandise. And if you give a man a hand and keep helping him, do you think he's going to turn to someone else for his buying needs?"

Fraga was making good progress when war clouds burst into Pearl Harbor showers. He enlisted in the air corps and served as a pilot in a heavy bombardment unit.

Back in civilian life, Fraga picked up the threads. The first thing he did after shedding the khaki was to move to new, enlarged quarters. Then with three lines as his nucleus—Columbus and Master vendors and Ideal scales—and Northern California his territory, he began to roll.

Since then he has expanded both his lines and territory. He added the Hamilton scale, Atlas *Bantam*, Shipman stamp vendors, Victor's bulk machines and hot popcorn unit, California Peanut's *Dux* products, French-fried vend-size *Cal Al* almonds packed especially for Standard in the Almond Bowl of America, charms, panned confections, ball gum, coin wrappers, coin counters, etc.

One of the reasons for Standard's phenomenal rise is Fraga's uncanny knack of being able to anticipate operator needs and then fill those needs by being there first with the best.

Back in 1942 he felt that operators could improve the efficiency of their machines with cast-iron pedestal stands and wall brackets which would be inexpensive and sturdy, so he arranged for their manufacture. The accuracy of his perception of the market is evidenced by the fact that he has sold over 25,000 of these items.

When the manufacturer of *Star* gum noted the trend toward regular ball gum and the expanding market offered by adult customers, Fraga was quick to take on the distribution of this product because he saw how it could increase operator profits.

Today Fraga has anticipated another need—and done something about it. He has the distribution of a moisture absorbent product for bulk vendors. Placed in the base of the machine, it absorbs all moisture from the merchandise and keeps it from getting sticky or soggy in damp or foggy weather. The new product, which comes in a circular disc or bag form, can be placed in an oven after using, dried, and used again.

Until a year ago Standard's sales force was a one-man organization. Since then, however, he has hired four energetic salesmen and enlarged his territory to cover Oregon, Washington, and Nevada, in addition to Northern California.

Present plans call for continued expansion; in due time Standard Specialty will provide complete coverage for the 11 Western States.

"Regardless of how wide our territory eventually becomes or how much our volume increases, the foundation of this company will remain unchanged: top service, superior quality, and low prices will always prevail."


# WE'VE DONE IT AGAIN!

Always first with the money-makers, Operators Vending Machine Supply offers bulk vending operators a new, different panned confection now sweeping the country.

**ROSEBUDS**
**A terrific sales stimulator**
**Tasty! Colorful! Profitable!**

MY NAME IS SIMPLICITY! YOU'LL FIND ME THROUGHOUT THE ACORN VENDOR BECAUSE AN OPERATOR AND AN ENGINEER CAPTURED ME IN THEIR DESIGN!

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**$13.95**

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EA. IN LOTS OF 100

**25c lb. (approx. 800 count)**

New Type STEEL STAND — $3.95 ea. Base is hollow—can be filled with sand or gravel; super-chrome finish.
California Vending ALMONDS (400 cnt.) 65c lb. 700 cnt. 80c lb. (Vacuum packed in 5-lb. tins.)

"Ace-Hi REGULAR BALL GUM (125 cnt.) 35c lb. Largest and best chew on the market.

**OPERATORS VENDING MACHINE SUPPLY CO.**

Exclusive Southern California Distributor for Oak Mfg. Co.'s ACORN VENDOR

Phone: RIchmond 5264

1023 S. Grand Ave., Los Angeles, Calif.


## *San Francisco-Oakland*

Don W. Clark is president of Televisco, Inc., a new corporation specializing in television for commercial locations. Firm is Northern California distributor for Trans-Vue, and will handle all installation and service on units sold. First sample is due April 1.

Said Clark: "While we will specialize in

commercial television, we will also continue in the new and used phonograph business." A veteran of the radio and electronics field since 1924, Clark is enthusiastic about the Trans-Vue television system. He feels that operators who refuse to face the facts of television will find that commercial sets in bars and taverns are here to stay and that the visual impact of the medium makes it a "must" for this type of location.

"We are encouraging the operator to lease the unit to bars on a flat rental basis under a one or two year contract. The operator will then be able to realize a handsome profit without having to depend on coin box grosses."

Leon "Hi-Ho" Silver, who in less than three short years has built a thriving distributing business, outgrew his old headquarters and has moved to a more spacious establishment at 540-542 Hayes St., where he now has a nice display room, complete facilities for servicing all types of vending machines, large stock room space for bulk merchandise, coin-counting room, and plenty of space for those fast-selling *Acorn* vendors. "We really don't need much shelf space for those *Acorns*," "Hi-Ho" quipped, "because they move out almost as fast as they arrive."

The newly organized Emarcy Distributing Co., exclusive Wurlitzer distributors for this area, boasts of two of the oldest music men in the business in point of service. M. H. "Rosey" Rosenberg has been with Wurlitzer for 24 years, while T. C. "Tim" Crummett has been a Wurlitzer distributor for the past 15 years. Both men hail from the Midwest.

The answer to reduced per-machine bulk sales is still more machines to increase over-all volume, according to Ralph Ellis, local operator. Ellis says that Boston Baked Beans are No. 1 sellers in his vendors with Spanish and Virginia peanuts runners-up.

Bill Schetter has resigned from the presidency of Jack R. Moore Co. After a month's vacation in Palm Springs, he will return to Northern California and once again enter the coin game. New officers at the Moore Co. are: Mrs. Dorothy Moore, president; Ralph Perin, vice-president; and John Lauterrett, secretary-treasurer.

*Bayings From the Bay Area* — Ernie Brennan, formerly with General Music, is now specializing in sales and service of Buckley *Track Odds* at his new location: 445 Turk Street . . . Alco Deree's 30-wire 5-10-25c music box, being handled in this territory by E. T. Mape Distributing Co., is now on test location, with deliveries scheduled by April 1 . . . Exhibit's *Dale* gun is enjoying good sales at Golden Gate Novelty . . . Bob Meyer of San Jose Novelty visiting local distributors on a shopping trip.

R. F. Jones Co. has distribution of a new remote control truck called *Drive-It*, operated by transformer and electric current. . . . *Cher-chez la femme* is the French way of saying "look for the woman." In the case of Standard Specialty it's Mrs. Bert Fraga who is performing key duties to help the firm rise to new pinnacles . . . Roy Sargis, formerly with Jack R. Moore Co., is now one of the Jones boys. He's in the service department . . . Bally's sensational *Citation*, set at 5-ball free play, is keeping cash boxes red hot in San Jose . . . William Corcoran and wife are enjoying a 90-day pleasure trip in South America . . . Don McClinton is being pleasantly swamped with orders for Northwestern's Model *49* . . . R. F. Jones, back from a trip to Salt Lake and Denver, reports that the Mountain Area is recovering from some bad problems caused by snow.

### *Announce Dual Vendor For Hot Coffee And Chocolate*

LOS ANGELES — A dual hot drink vendor will provide a real money-maker for operators, according to L. H. Kahn, of Interstate Associates here. The firm is offering a new dispenser for hot coffee and hot chocolate, the two drinks served by the same machine. Trade name for the vendor is *Hot-O-Mat*.

Newspapers in the area have given liberal space to describing the vendor, because of its unique features. The makers say it will be in full production in four to six weeks and that it has the full approval of the city boards here on health and safety regulations, known everywhere as the strictest regulations in the country.

Vendors may be had for nickel or dime operation, or a combination of both at no additional charge, and changers are optional. The machine keeps all syrup concentrates under 40 degrees or less refrigeration until the drink is served. Syrup and hot water compartments are of stainless steel. When coin is deposited the drink is served in about five seconds. The firm furnishes a standard guarantee on its new vendors. Serving both hot coffee and hot chocolate in the same device greatly increases its earning capacity, officials state.

## *Los Angeles*

One of the sweetest deals for operators is being offered by Ace Vending & Distributing, who are handling the new Victor *Hot-Pop*. Non-coin operated, the beautiful hot popcorn dispenser is placed on location by the operator, who sells the popcorn to the location. The operator collects his profit in advance, thus eliminating all collection problems.

The ever-popular Jack Dolan is sparking J. Peskin Distributing Co. as sales manager, and invites all his friends to drop in and say "hello."

Hanson-Loran Chemical Co., manufacturers of shuffleboard products in Long Beach, will soon hit the market with two or three different types of finish for both maple and black top boards. Company executives report that the new finishes will be harder, faster and more durable than lacquer and will prolong the playing surface of any shuffleboard.

Bill Happel of Badger Sales recently returned from a Palm Springs week-end, during which time he sold equipment to Murphy & Hume Enterprises and Keeney cigarette vendors to Palm Springs Tobacco Co.

The fast-growing R. B. Clapp Co., specialists in electrical timing, will soon have complete stocks of A.B.T. Mfg. Corp. and Automatic Electric Mfg. Co. products in their Los Angeles office for immediate delivery. "This is another forward step in our program to give distributors and manufacturers in this area the finest service obtainable," says Ralph Clapp, head of the firm.

1949 is still comparatively young, but vivacious Mary Sims, manager of Western Shuffleboard's local office has already experienced a full year of woe. The Sims Ailment Chart reads like this: two colds, two burned fingers, one sprained ankle, and one strep throat.

A group of San Diego operators have formed the Coinmen's Club. Now comprised of 17 members and growing rapidly, the club was formed around a mutual aid idea. A specialist in phonograph installations, for example, lends a hand to a fellow member, who in turn, reciprocates with one of his special services.

Lon Garrett, sales manager for C. T. Girdner Co., worldwide distributor for *Royal* Shuffleboard, is now in the East setting up distributorships. Until now, production has only been adequate to take care of the West, but with increased output, the firm is ready to expand its territory. "With the many exclusive features and with provisions made for adjustments at 20 different points on the table — assuring accuracy of the play field from two to five-thousandths of an inch—the *Royal* is definitely the shuffleboard preferred by operators who put quality first," Garrett said.

As near a Utopian set-up as any business can become is being enjoyed by cigarette operator George Watkins. Watkins sold his Pasadena route to Harmony Cigarette Service and bought a ranch outside Phoenix, where he continues his cigarette operations.

Recent visitors to Badger Sales showrooms include N. Tarpenning, Venice; M. E. Maltby, Santa Monica; Ivan Wilcox, Visalia; Harry Perrine, Oceanside; Lela Smith, Barstow; and Mr. and Mrs. R. A. Hendricks, Hanford.

A new panned confection—the sweetest little girl you ever saw—is the latest addition to the home of Jack Heffner, assistant superintendent of Operators Vending Machine Supply Co.'s pan room. The vital statistics: date of birth, March 16; weight, 6 pounds, 7 ounces; name, Judith Ann.

Operators from Paso Robles to Mexico City visited Paul A. Laymon, Inc. the past month to pick up deliveries on *Citation* and *Spot Bell*. Among them were F. L. Griffin and Lloyd Barrett, Pomona; George Licoli, Ontario; Alex Koleopolus and J. A. Ewing, Bakersfield; Al Cicero, Santa Maria; L. E. Skinner, R. F. Fraizer, W. F. Arbuckle and E. E. Peterson, San Diego; W. O. Adkins and Clyde Truss, Oceanside; Jack Mallett, Claremont; Frank Walnum, Moro Bay; C. C. Ellison, Lancaster; Pop Burris, Montebello; Charles Peddicord, Anaheim; Pete Shupp, Lynwood; Clyde Denlinger, Balboa; Roy Jones, Jr., Inyo Kern; Jack Arnold and Nat Smith, Barstow; E. L. Willard, Paso Robles; I. V. Gayer, San Bernardino; William Sparrow, Santa Barbara; William Bradley, Covina; Floyd Stover, Fontana; Lawrence Raya, Colton; and Gilbert Licia, Mexico City.

A. M. Mendez of the Southland Distributing Co. has purchased a home in Bel Air and is moving his family here from the South.

Floyd Knudson, veteran San Joaquin valley operator, passed away suddenly at his home in Fresno on February 20th.

April 4th will be moving day for the new Southland Distributing Co. when the new Wurlitzer distributors for Southern California move to new and larger quarters at 1128 South Crenshaw Boulevard. At present the organization is holding forth at 1503 West Pico but is sadly in need of larger space to properly care for all their customers' needs.

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### *Candy Ingredients Cost More But Add Much To Food Value*

WASHINGTON—An official report of the Dept. of Commerce recently portrayed the candy ingredients picture by comparing average costs in 1947 with costs of similar ingredients in 1941. Of the long list of ingredients used in making candy, only flavoring materials were higher in 1941 than in 1947. All other ingredients had doubled in price, and some had increased much more.

The candy manufacturing industry paid a total of $474,000,000 for ingredients in 1947 and the ratio of ingredients cost to finished product was running about 47 per cent in that year, while the ratio was 43 per cent in 1941.

Manufacturers bought cane and beet sugar (refined) in 1947, amounting to over a billion pounds, nearly 800,000,000 pounds of corn sweeteners and about 500,000,000 pounds of chocolate. Candy manufacturers used over 100,000,000 pounds of milk products, 7,000,000 pounds of egg products, 200,000,000 pounds of peanuts, 70,000,000 pounds of cocoanut and nut meats.

The entire list of ingredients used by candy manufacturers reads almost like a catalog of the most vital food elements used by Americans, suggesting the high food value of candies. The ingredients list includes cane and beet sugar, corn sugar, corn syrup, molasses, maple sugar, honey, corn starch, cocoa beans, cocoa butter, cocoa powder, chocolate liquors, chocolate coatings, milk and milk products in varied forms, cream, creamery butter, egg products in various forms, oils and shortenings of various kinds, flavors, vanilla, peppermint, fruits, jams, peanuts, cocoanut meat, almonds, pecans and nut meats of all kinds.

# *Candy Bar Trade Also Reacts To National Business Status*

CHICAGO—The candy trade has reacted very favorably to recent trends which brought lower factory prices on candy bars and also increases in size. Big retail outlets, including chain stores and super markets, have probably shown more outward enthusiasm than other sellers of candy. Organized candy wholesalers have other problems at the top of their program at the present time than price adjustments.

Operators of candy vending machines have been greatly encouraged by the price declines, and hope that further reductions can be made during the year. Candy operators also have other problems to face at the present time, which may overshadow the question of prices. These operators have for more than a year been facing the fact of shorter work weeks and spotty employment in factories and 1949 has started off with the problem more real than ever.

Candy operators are not in a position to offer price bargains on candy bars, and must depend on longer work weeks and more workers to boost machine sales in many locations. Operators have been highly pleased that they can buy candy bars at a lower wholesale price, but the question now arises whether this buying gain will offset the losses in sales that may come during the year, if factories don't keep going at full blast.

Reactions of candy manufacturers to recent price trends have been watched with interest. Market reports on chocolate and cocoa beans suggest that candy manufacturers are not buying as they would be expected to do, but are still holding aloof. The view is that manufacturers think chocolate must go still lower, and will go lower if they keep up their price resistance. Outlook for the next crop of cocoa beans shows a probable increased production, and candy manufacturers may benefit still more.

The African Gold Coast area is showing up better than had been expected in cocoa bean crops this year, but experts have warned chocolate users that such good fortune came as a surprise and that it cannot be counted on next year. Some new orchards in Africa are now beginning to produce, but scientists say disease has ruined many of the best orchards.

Candy manufacturers also have the problem of sugar prices, and the most recent market reports indicate that the rising trend in sugar costs may be halted or even beginning a slight decline. Freight costs are also still an issue but one relief is that Congress has not yet proposed a candy excise which had been predicted as a possibility.

Reports persist in the candy trade itself that candy manufacturers are not happy at the present. A year ago there were many reports that candy manufacturers had detected signs of a failure of the consumer demand for candy to rise in keeping with a rising population. Candy sales could only

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be kept at a high level, they feared, by the use of greater promotions than ever.

One candy trade paper recently declared boldly that "unnecessary confusion and befuddlement have seeped into the ranks of the confectionery manufacturers in this country. . . . For some unknown reason, an unknown development has had a disturbing effect on the trade, and many members of the industry seem to have lost in the transition all of their former confidence. . . . Sure, there has been a shrinkage in the candy market; but it's a normal trend."

The trade paper suggests that candy manufacturers have been infected by some of the "fear psychosis" that is making its rounds in the country today.

As to further price reductions on candy bars, Robert H. W. Welch, Jr., vice-president of James O. Welch Co., recently told a meeting of wholesalers that the correct and best price level for 24-count boxes is 72 cents. This was taken as an indication that manufacturers would like to see prices standardized at present levels for a time.

Welch said that his firm has one bar which must be sold at 75 cents for some time yet, and that some of the best bars are still being sold at 80 cents. Manufacturers cannot reduce prices much more until raw materials are much cheaper, he said.

The manufacturer also suggested that manufacturers and sellers of candy must face the fact that other products are competing with candy today, and that such competition is what threatens to limit future candy sales. He suggested that wholesalers must worry more about this competition than about buying candy at lower than 75-cent levels.

Makers and sellers of candy bars have had to face the official report recently, made of candy production last year, that bar sales apparently made a slight decline (in pounds) in 1948 as compared with 1947. The official report said the year's total was off only one per cent, based on the reports of 33 of the principal manufacturers. The industry had hoped for a fairly nice gain over the previous year.

The final and official tabulation on candy bar sales last year is not available, but last December the final report on 1947 sales was announced. Thus, it is now possible to begin to realize definite postwar trends. The years 1946-1948 show the candy trade as a whole is turning more to bars; solid and chocolate-covered bars made good gains in 1947 over the previous year (in pounds). Bar output in 1946, of course, had shown some decline from 1945 because of the high rate in consumption of bars by military forces, solid chocolate bar consumption especially showing this decline.

It would now appear that total candy bar consumption in 1948 may have dropped slightly below the previous year, and developments thus far in 1949 do not suggest that the candy bar trade is fully recovering to the high levels that appear possible.

As suggested in the column on *Merchandise*, the first three months of last year revealed big poundage gains over bar output in the first three months of 1947. The official report on candy bar output for the first three months of 1949 will be awaited with interest, and such reports should be available by May 10.

## Sugar Up; Chocolate Promises Price Drop

WASHINGTON—The stuff that candy is made of—sugar and chocolate—began the new year with mixed price trends. Sugar is an important ingredient in a number of merchandise items and hence is important to a large section of the vending trade.

As previously reported, the Dept. of Agriculture set the 1949 quota of sugar at a total calculated to bring about an increase in the price. Accordingly, price trends in sugar and futures trading in recent weeks have been upward. Increased freight rates on sugar have also recently gone into effect. This will pose a new problem for manufacturers of candy, soft drinks and ice cream, at a time when there is heavy pressure to bring the wholesale price of these products down.

The fixing of the national sugar quota at a figure to keep prices relatively high is done under the Sugar Act of 1948, passed by Congress to protect U. S. growers of cane and beet sugar. The Secretary of Agriculture has power to adjust quotas from time to time, in order to bring about changes in the price level.

Speculators soon took advantage of the lower 1949 quota and futures prices began to advance on sugar; the higher freight rates came at a time to make high prices worse. No doubt, quotas will be adjusted later in the year to reduce prices some, as was done last year.

Sugar distribution last year showed declines, but activity in the sugar markets during January indicated increased activity, with some firms buying for three months ahead. Candy and soft drink makers had been among those who, during last year, reduced stocks and delayed buying to resist high prices.

The most recent report available says a three-cornered wage and price war is still on in Cuba and that shipments early in the year were delayed because of this situation. This publication has cautioned previously that the immense Cuban sugar supply may be upset any time, due to internal conditions.

The chocolate outlook may present a brighter picture during the year, for cocoa bean trade was marked by a lower price trend in recent weeks. Naturally, imports for last year were considerably below 1947 and warehouse stocks declined during the year. The general price level for last year was also about 36 per cent above the level for 1947.

The market was a little uneasy in January due to slowness of the Brazilian trade to ship beans. Crop predictions suggest that the Gold Coast crop may be the best since the war, but still below the average. Destruction of 50 million cocoa trees in the Gold Coast area has been urged by scientists to stop disease; the area has about 400 million bearing trees.

### *N. Y. Had Candy Tax Bill*

NEW YORK—The candy industry had at least one legislative proposal that aimed at a direct tax on candy, a bill dropped into the hopper early in the session of the New York Legislature. Final disposition of the bill is not known at this time but it did cause concern among leaders in the trade. It was pointed out as a sign of what could happen at a time when so many states are looking for additional revenue.

Leaders in the trade had predicted a trend to new state sales taxes and that many of them might follow the example of a few other states by exempting foods but at the same time not exempting candy. Leaders in the trade proposed an industry policy that when foods are exempted from sales taxes, then candy should be exempted also.

Newspapers had reported late last year that Congress might also get a proposal for a federal excise on candy and soft drinks, but apparently such ideas have been lost in the moves to repeal excise taxes in general.

### *Candy Makers Petition FTC To Help On Trade Rules*

CHICAGO—Candy manufacturers, through National Confectioners Assn., have recently asked for a trade practice conference for the candy industry, the petition being made to the Federal Trade Commission. Candy jobbers in the Philadelphia area had obtained approval of fair trade practices rules from FTC more than a year ago.

NCA had surveyed candy manufacturers and found that a majority felt trade practice rules would be an advantage. Application was made to FTC a few weeks ago and the first meeting may be some weeks ahead. Then a number of conferences will be necessary before a final code of fair trade rules can be set up for candy manufacturers.

During 1948 a large number of candy bar manufacturers had been the object of FTC complaints for alleged unfair price discounts to big buyers, including chain stores and Automatic Canteen Co. Some candy manufacturers have expressed fears that a cut-throat price war may show up in the trade, due to greatly increased factory capacity.

FTC will help enforce fair trade standards based on anti-trust laws when a majority in any trade group requests such help.

### *New Sugar May Control Fat*

BALTIMORE—Research workers at the John Hopkins Medical School here may have discovered a sugar that helps to utilize fats and thus prevent obesity. The sugar has the scientific name of galactose and is found in milk sugar.

The new sugar might have promise as an ingredient to incorporate into candy and thus become a favorable food for people who fear that sweets make them gain in weight.


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# CIGARETTE VENDING

## Year Outlook Shows Promise For Cigarette Vendors

***By Walter Hurd***

The passing of the first quarter of 1949 offers some suggestions as to the outlook for cigarette vending during the rest of the year. The principal conclusion from reports seems to be that the business is getting back to a prewar sales curve, only there are a lot more people and the per capita rate of cigarette smoking is still climbing.

Cigarette operators for the nation over may expect to share fairly well in the general sales trends in total cigarette sales. Checks with REVIEW readers in the last year have suggested that such a rule holds true for many of the states. State tax systems give a kind of check on sales of smokes in such areas, and reports from operators of cigarette machines seem to follow the trend suggested by state reports.

At this writing, government reports on total cigarette revenue are available to give a tip on how the year started off. Cigarette operators know that the normal sales curve calls for a drop in January, following the heavy sales of cartons for the holidays. Many retail trade reports have shown that cigarette sales dropped for the first two months and then started to gain in March. Only, the drop and the subsequent gain was lower than for the same period last year.

Cigarette operators have tended to make reports that agree with the reports of store sales. The drop this year was heavier and the seasonal gain has been slower, but the gain has definitely come about.

Federal revenue reports for January show a gain of nearly three per cent over Jan. 1948. This is a creditable gain for the time of year and should give encouragement to all who sell cigarettes. The federal revenue report covers withdrawals and is often taken as an index to sales. It does not always coincide, however, with factory output, as revenue reports last year and sales reports differ, with output reports showing totals above the revenue totals by several billions.

The federal tax year also begins on July 1 and hence reports for January complete a 7-month period in the current fiscal year. Revenue reports show that total cigarette withdrawals have gained slightly more than 2 per cent over the same period a year earlier. Note that this 7-month period would suggest that the rate of sales gain for cigarettes is now declining from the rate of gain (3.8 per cent) for the entire year of 1948.

**Sales Outlook** — The above comparison raises a general question that experts have speculated on since the end of the war. How long will the total annual consumption of cigarettes continue to rise? Reports issued by the Bureau of Agricultural Economics are often cited as an expert view on what may happen to cigarette sales.

Government experts in the BAE have been saying since 1945 that gains in cig. sales will continue at a creditable percentage until a real depression hits the land. They say also that records over past years show that people will cut many other expenses, even clothing and car expenses, before they cut down on smoking.

Operators thus have some assurance that times will have to get mighty bad before people buy fewer cigarettes. But recently there is much talk of a business recession under way now and some operators express the view that many smokers are already beginning to cut on smokes.

A majority of operators seem to hold the view that present conditions are not causing smokers to smoke less, so much as machine sales are affected by fewer people or less trade in the locations. It appears that the country has a long way to go yet before there is a real depression and hence 1949 may be counted on to show another year of gain in total cigarette sales.

The BAE prediction foresees peak buying of cigarettes to continue through the year, and another annual record set by manufacturers in total output.

But there is one limiting factor in the BAE forecast:—the rate of annual gain in sales will probably not be as great as that in recent years. But the probability of a slower gain in sales should be viewed in the light of how much sales have increased in five years, in ten years. Total cigarette output last year was 30 per cent greater than five years before, and 125 per cent greater than that ten years ago.

Such a heavy percentage gain in sales over ten years is much greater than the rate of population gain, hence many more people are using cigarettes. Market experts say the war greatly increased the total use of cigarettes and that there are still many more millions that will learn to smoke, that the gain in sales should be at a higher rate than the gain in population.

**Locations**—The most encouraging news in the location field relates to the big postwar increase in new plants, and expansions of existing ones, and the opportunity thus afforded for placing more vendors. This rate of increase has been stupendous in recent years, but there were reports late last year which said that the rate of new plants being built was slowing up, as was all commercial building.

Early reports on the construction outlook for 1949 are more encouraging, as will be seen from the *Business Review* column in this issue. But it does appear that the total rate of new plants to be built this year will be smaller than in the two previous postwar years. However, the rate of new locations being built now is so far ahead of the prewar rate of building that it must be considered a great background support for cigarette vending.

The rate of new restaurants, taverns, drug


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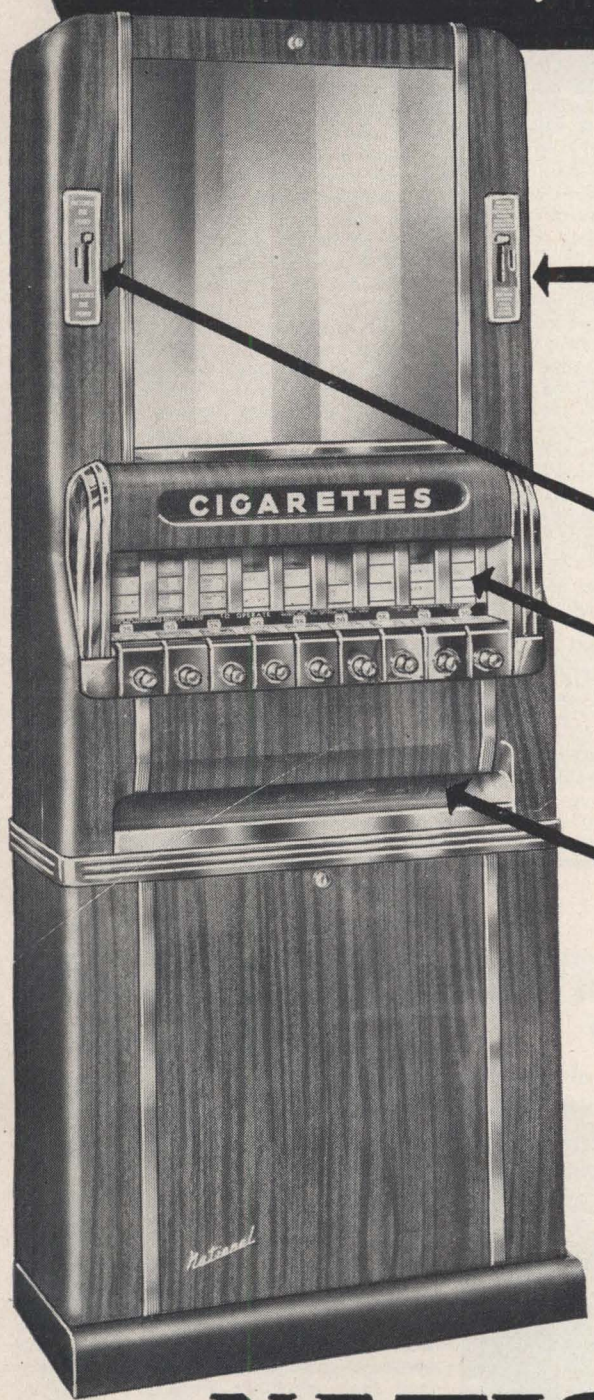


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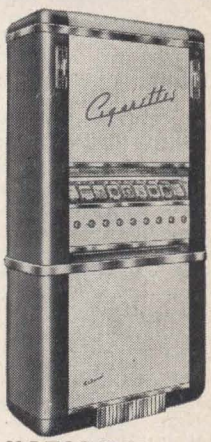


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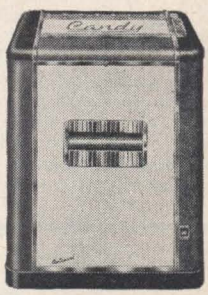


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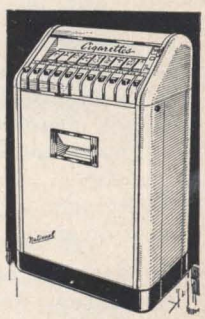


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stores and other popular establishments is now lower than two years ago, but the number of new places opening is still greater than the number of closings. So there is some gain in the total number of locations.

Trade reports would suggest that operators over the nation have concentrated more on dropping the poorer locations, to move their machines to better establishments. This policy has kept down the total purchase of new machines and the rate of new locations is greater than the rate of purchase of new machines.

The spotty conditions that are now showing up in factories and other establishments mean that operators will need to give more attention to transfer of machines than during the peak war years.

**Machines**—As just mentioned, purchase of new machines has not kept pace with the full rate of increase in new locations. Reports would suggest that the year started off with sales of new machines at a slower rate than usual, but that March brought an increase in sales of new vendors.

One of the most marked advances in the cigarette vending field at the present time is the number of improved models that were put into production during March or ready for production schedules in April. These models were shown earlier, or announced to the trade. The new models offer refinements that meet the suggestions made by operators, or are the newer types of electrical machines.

Manufacturers show a definite trend to make both manual and electric models, thus giving operators a choice as to type. Price is said to be the deciding factor between the two types. But for the fact that operators are caught in the general habit of fear that business might get worse, there would probably be a much greater trend toward electric models. Locations are said to be very favorably impressed with the new electrics and often request that operators install them. This fact would indicate that the public is also favorably impressed by the late models of electric vendors.

The year will very likely see a continuance of arguments by champions of each type of machine, and with all the debate, price will still be the deciding factor.

There is even more of a choice in types than merely the difference between electric and manual machines. The fully automatic machine, with the use of electricity, has also paved the way for the console style in cabinets. This design has distinct appeal in beauty and in merchandising power.

Some people who have been in the cigarette vending field for many years say that the console design is a very distinct and definite advance in cigarette selling, a step that would get much greater use among operators now, but for the fact that machines 15 years or even older are still selling profitably all over the land.

The uprights have been well built by manufacturers in past years and are lasting well on routes everywhere. But the console design is on the list of new ideas that seems destined to put new power into cigarette merchandising somewhere along the line. Observers say the console has what the buying public wants and there will come a time when the customer will get what he wants.

Some have predicted that the day of automatic merchandising, when it fully comes, will depend on batteries of console types of machines to sell a variety of items, that the console design is the ideal for all types of machines. It may be that cigarette operators will eventually introduce the console design into the vending field generally.

**Prices**—Although the general price hike by cigarette manufacturers happened many months ago, the price problem still lingers with cigarette operators in a number of states and areas. There has also been in the background a question as to when manufacturers might again boost prices. Recent trends in business have probably killed any idea of a further increase by manufacturers. But operators in some areas still have the problem.

It comes about in some states because of the passage of new taxes on cigarettes, or increases of present rates. The legislative proposals for cigarette taxes this year have not made the wide sweep that had been expected, and yet there are some really heavy rate proposals. It would appear now that maybe three states will be added to the 39 that already have a state cigarette tax. Operators in such states would have to face a price change just as operators had to face a general price change last year.

For example, in a state that seems likely to pass a 3-cent cig. tax, operators now sell at 20 cents generally but would have to take care of three additional cents if the tax passes. Some have already suggested that good policy would be to boost the price two cents and absorb the other cent. Such problems cause a good deal of discussion to find the best policy, for cigarette operators have to consider consumer sentiment.

**Anti-Trust**—In raising the price question, it is important that cigarette operators keep in mind such things as collusion in setting prices, and that anti-trust laws may be violated without thinking.

Newspaper people have called attention to the fact that they had seen evidences of trespassing on anti-trust laws in the ways operators had agreed on a fixed price standard in some areas when the general price change came about last year.

This is a warning that should be passed on to operators, especially where there is an association or where meetings are held to discuss price questions. Full caution should be observed when meetings are held, or when there is any possibility of suggesting there might be definite collusion to fix prices of goods sold through vendors. Operators in one state have hesitated about forming a much-needed association for fear that it might too easily be accused of violating anti-trust provisions.

There will be much less price talk this year than last, but it is well that operators take note of certain dangers in any price situation. It is highly improbable that operators will be criticized anywhere on such points, but at least one legislative bill this year shows there are still some opponents of the business.

The general conclusion is that the price increase on cigarettes last year, plus the increases due to some new or higher state taxes, has not reduced the sale of cigarettes. They still show sales gains even in the states that have high taxes. Operators of vendors in many areas were also able to increase their profit margins in the changes that came about.

**Tobacco** — When cigarette prices were increased last year, there was much talk about tobacco and its high price as the chief cause of the increase. Some tobacco trade papers have recently devoted considerable space to explain in detail the ins and outs of tobacco supply and prices. Government support of tobacco prices is a point much debated and the tobacco trade press now seems to show a more conciliatory attitude on this point.

In checking with cigarette operators on the debatable question of price support for tobacco, some said they did not know all the points involved. A majority of our readers seemed not to like the idea of price support at all. The question has so many angles that it would require much space to even list them. Cigarette manufacturers seem to expect ample supplies of tobacco and a possible trend to lower prices, unless a short crop comes around.

**Brands**—The year has started off with an increased rivalry among the manufacturers of the major brands, a competition that seems likely to get hotter during the year. Operators seem to like this competition, feeling that it all adds up to boosting total sales. Operators queried on the subject say their only concern about brands is to load their machines with the brands in highest demand. They are glad to use a new brand if there is enough demand for it, but they stick firmly to the leaders until they are sure another brand will sell better.

Operators long in the business say they depend on location calls and what the machine shows in sales to decide the brand

*(See CIG. OUTLOOK, Page 54)*


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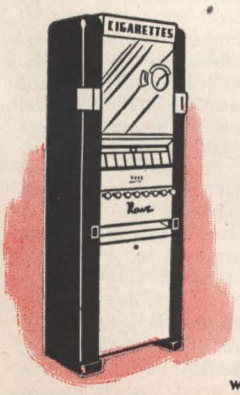


There are more Rowe Cigarette Automatic Merchandisers on location than those of any other manufacturer. Year after year, Rowe has given the best—for the operator and the location. Rowe means stability not only for today but for the future.

The Rowe Electric Diplomat is the ultimate in complete automatic cigarette merchandising. Into its design and construction have gone every proven essential plus many new exclusive features. Every day in thousands upon thousands of locations, experience is proving that no other electric machine can compare with the Rowe Electric Diplomat for performance.

*The Rowe Manual Diplomat is the ideal new machine for those locations where complete automatic operation is not necessary.*

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**WORLD'S LEADING MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT**

# Things That Make Shuffleboard Pay

**By Ray R. Powers**

There are many things to be said about the value of shuffleboard to locations. Various establishments have found them profitable, and especially now that operators can install coin operation with attractive scoreboards.

If shuffleboard is kept profitable to locations, we can expect this form of amusement to remain popular for many, many years. If the boards continue to be profitable to locations, we can also rest assured that they will yield a profit for the operator who places and services them.

We are all interested in perpetuating the profits that can be derived from shuffleboard—profits for the location, the operator, the distributor, the manufacturer. In trying to find and to improve ideas that make shuffleboard profitable, we need to remember some of the things that made shuffleboard click in the first place. What have locations learned about shuffleboard?

In the last year or so, they have learned that coin operation makes shuffleboard impersonal, and that is what locations have wanted for a long time. They have known about such forms of amusement for a long time and many of them have thought enough about the game to buy boards for free use in thousands of places.

But shuffleboard has always demanded more or less personal attention from the location owner or attendants. In the beginning, it was emphasized that shuffleboard would draw customers, and at the same time provide something to hold their interest. That is still one of the big reasons for having the boards in many establishments. But this always meant more time and more personal attention by the attendants in collecting for games played by customers.

In every location there are good customers, and not even the owner may want to interrupt such a customer to collect a fee for playing a game. In so many, many instances it seems best to forget the fee and not collect it. There are also leaks in charging for shuffleboard and every location proprietor knows about that.

For the location, one of the best things that has happened is the scoreboard and coin operation, which also brings in the operator to provide more efficient service.

Coin operation has made shuffleboard impersonal and that is what locations have welcomed with open arms. A coin box and a good scoreboard can completely relieve the bartender from having to give any personal attention to players. He can wait on customers at the bar, and players can go ahead with their competitive and social playing as they like.

The establishment has goods to sell and that is the primary reason for its existence. Shuffleboard may help trade all right, but if it demands too much personal attention from the proprietor or his help, then it may interfere with selling the merchandise that forms the very foundation of the business. Many a tavern owner has thought a lot about this angle when he thought of buying a shuffleboard table.

A coin box will do all the collecting and it will also keep track of the coins played. Location owners can be assured they are getting their share of the money that players have paid for the privilege of playing, and there is no other way in which he can be so sure. Many locations that have charged a fee for playing shuffleboard in past years, have not realized much in revenue—probably because all the money did not find its way to the owner of the place.

All this may seem commonplace to the operator, but the fact that coin operation makes shuffleboard entirely impersonal is getting down to brass tacks in helping locations use boards to the best advantage.

Every location of suitable size and type can offer shuffleboard, with coin control and scoreboard, strictly as an amusement and at a regular price to all customers. Customers can play and compete as they desire among themselves, and still the location attendants are not called away from their regular tasks to give personal attention to anyone. Players will find their scores registered on an attractive board that adds much to the zest of the game. All customers fare alike since the coin-operated scoreboard shows no favoritism.

If there is any monopolizing of the board, it is done by paying customers and not by those who make too much use of a free game. Any special promotions or plans to make the game more attractive caters also to paying customers and adds to the profits that may be realized.

If the original purpose of installing shuffleboard in locations was to draw trade, this feature can be emphasized still more with coin control and scoreboards. The coin box itself is a sure register of how people are attracted by the board, so that it can be fairly well estimated as to what the board is doing in getting customers on its own merits. We who have been in the shuffleboard business know what the game can do in added revenue. The boards pay profits even if there was nothing else in the place to sell. Shuffleboard is a money-maker in its own right and in its own name.

But every location proprietor knows exactly what it means to sales when people come into a place to play shuffleboard. It exposes more people to buying anything and everything that is offered for sale in the establishment. Shuffleboard helps to draw customers. That was one of the first reasons for ever putting the boards in public places, and the new advances made in the boards helps to make the customer appeal all the greater.

Shuffleboard can be plugged by advertising, and a thing that yields readily to advertising is something that will build business. Many tavern owners in recent years took on television because it could be advertised in window signs. Now, locations have learned that shuffleboard can also be advertised in the same way. In fact, locations quite often have big signs to plug both television and shuffleboard.

In the advertising profession, any means of advertising that will pay its own cost is considered to be a bonanza. In shuffleboard, a location has something to advertise and it also will help to pay for the advertising, and more. Or, better still, if location owners would spend their share of shuffleboard revenue on a good advertising and promotion program for the establishment, the whole business would grow accordingly.

Yes, shuffleboard will draw customers and revenue from the boards, with coin control, can be used for a real promotion program to boost the entire trade of the establishment. Shuffleboard is a business booster.

Shuffleboard as an amusement game also calls for tournaments. Locations and operators must recognize the big opportunity in catering to players by conducting tournaments. Such contests are a must for the shuffleboard industry and every operator who places boards should inform himself on the details of planning and staging tournaments. They are the play producers and the thing that gives permanence to shuffleboard as an amusement. So much has been written about tournaments that it is not necessary to go into details here.

A tournament for shuffleboard players provides the occasion and the subject for real advertising plugs. A location can tell a real story about a coming tournament and go after customers on the basis of such attractions. It gives the location something to talk about and at the same time the boards will be producing revenue.

Tournaments appeal to players because shuffleboard has real skill features, and every player likes to show off any development of skill in a game. There is also a wide degree of sociability as a drawing card in shuffleboard and tournaments give full play to this feature. To get full value on the investment in shuffleboard, tournaments must be a part of the regular program. No better way can be found to perpetuate the future of shuffleboard.

The future expansion of shuffleboard is greatly aided by scoreboards and coin control, and also by the conducting of tournament play. One of the most interesting facts about present expansion is the "opening of new territory." When a board goes into one location in a town, then all locations want shuffleboard. Operators must keep this in mind because that is the way shuffleboard spreads.

Shuffleboard is good for locations, for tournaments, and now a new idea of shuffleboard parlors is appearing. There will be a lot of vacant store rooms in most cities and operators should keep alert to the opportunities in opening shuffleboard parlors. Shuffleboard is going ahead to bigger fields than ever.

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**RAY R. POWERS, author of this article, is a veteran of twelve years' experience in the Industry, has built a thriving distributing business in shuffleboards in Los Angeles and recently expanded by opening an office in Sacramento. He gets much credit for introducing rebounds and also electric scoring units in the shuffleboard field.**

### *Buys 15 New Shuffleboards*

ST. LOUIS—Arthur Pauley, of A & P Distributing Co. reports the new 1-2-3, new type punch board, is going over well . . . Hans Hoffman, of St. Louis Shuffleboard Co., has been under the weather for the past week, having been ordered to bed by his doctor.

Jack Jansen, Effingham operator, purchased 15 new shuffleboards for installation . . . Lou Morris has just returned from a four-weeks vacation in Florida, and is trying to get back in the swing of things after taking it easy for so long a period.

Bud Walters, of Perryville, Mo., had quite a mishap, when the truck in which he was hauling shuffleboards from St. Louis to his home caught fire. The cause of the fire is not as yet determined, but it resulted in $3800 worth of damage for the operator.

Williams' game, *Dallas*, is showing excellent results . . . V. P. Distributing Co. reports that its National Shuffleboard line sales results are so good that it cannot keep enough on hand to meet demand.

Jimmy Noel from Alton, Al Stevenson from Steelville, Bud Walters from Perryville, Joe Brown from Cuba, were visitors in St. Louis.

# Trade Reminders Show Up In Review Calendar

A reading of the *Review Calendar*, which appears on the opening news page in each issue of THE REVIEW, will arouse some reflections in the listings of special days and weeks. For example, National Peanut Week, April 3-9, should encourage operators of bulk vendors because the purpose of the week is to boost greater consumption of peanuts.

Baseball games have had their innings in the amusement games trade, and so National Baseball Week will arouse some interest. If an operator does not own any baseball games, he will nevertheless be interested in the week for promoting the national sport.

Pan American Week and also the special day set aside for promoting friendlier interest among the nations of the Western Hemisphere will have meaning for manufacturers and distributors that cater to export trade.

National Coin Week is almost, but not quite National Coin Machine Week. The April week is for collectors—and there are some operators who have this hobby. National Donut Week should attract more attention in vending machine circles, now that a coin-operated doughnut machine is coming onto the market.

United States-Canada Goodwill Week is another period that is meant to promote better relations with a neighbor country, and firms catering to exports will be interested. Reports suggest that Canada is improving its dollar position and hence is relaxing its ban on imports by degrees. April is Cancer Control Month, which reminds the trade of the fact that CMI supports a fund for fighting cancer.

No doubt many will say the best week of all, in the April list, is National Leave Us Alone Week. This expresses the idea that the trade holds about legislation and taxation. The trade would like to be left alone for awhile.


YES, YOU CAN BUY CHEAPER SCOREBOARDS BUT WHY LET OUT-OF-ORDER CALLS AND COSTLY REPLACEMENT EXPENSES ROB YOU OF PROFIT?

ORDER

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AND BE SURE!

ONLY CUSTOM IS UNCONDITIONALLY GUARANTEED FOR SIX MONTHS

OPERATOR'S PRICE $149.50

Custom Shuffleboard Company

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Phone DRexel 1208
Los Angeles 5, California


## ★ NEW MACHINES ★

### Offered by Manufacturers

**ALCO-DEREE CO.,** 4300 N. California Ave., Chicago 18, Ill.—Wall box, accepting nickels, dimes and quarters; can be used with 30-wire music systems, large coin box capacity; list price, $59.50.

Availability: Now in production, after test period.

**BALLY MANUFACTURING CO.,** 2640 Belmont Ave., Chicago 18, Ill.—New bell-console called *Spot-Bell*, with 3-reel features; name chosen because of special feature which "spots" extra winners for players at mystery intervals; has normal winning symbols and also single-symbol features that induce play; unusual features lead players to deposit multiple coins before pushing handle to spin reels; has many basic features of *Citation* game.

Availability: Production now at full rate. See announcement in this issue.

**COLE PRODUCTS CORP.,** 5000 S. Halsted St., Chicago 9, Ill.—New models of soft drink dispensers, cup type, with trade name of *Coldspa Hermetic;* dual and single flavor models being introduced now, to be followed by a triple flavor machine; cooling and carbonating under hermetically sealed conditions, thus increasing sanitary perfection; syrup flow under pressure to insure same amount each time; mechanical parts assembled on a steel chassis, quickly accessible; cabinet baked enamel finish, 67 in. high, 26 in. wide and 22 in. deep; capacity, 400 cup drink capacity and 800 syrup drink; stainless steel for tanks and fittings and germicidal lamp add to sanitation rating; firm estimates that cost of 100 drinks is approximately $1.86.

**J. H. KEENEY & CO.,** 2600 West 50th St., Chicago 32, Ill.—A vendor for dispensing nickel pack of Kleenex tissues; has two columns with 25 packs each; cabinet 22¼ in. by 12⅝ by 6⅝ inches; merchandise said to cost 3.2 cents per pack.

**MILLS INDUSTRIES, Inc.,** 4100 Fullerton Ave., Chicago 39, Ill.—New model of its cup type beverage vendor, known as *Model 400-A;* to dispense non-carbonated orange drink, cabinet being finished in appropriate color.

Availability: Production was scheduled to begin about Feb. 1.

**EDELCO MANUFACTURING & SALES CO.,** 1438 Franklin St., Detroit, Mich.—Introduced two new models of its *Tin Pan Alley* at the 1949 Coin Machine Show; a 9-foot alley provides an attractive backboard glass, with flash and color as the game progresses; has bulls-eye buttons and scoring holes, also a bonus feature. A 6-foot model provides seven balls for play, each ball that falls into a skill hole being returned for replay; offers high score features; list price on each model is $395.

Availability: Firm promises immediate delivery.

**BEN H. GOLOB DISTRIBUTING Co.,** 303 Fourth Ave., New York 10, N. Y. —Offering the *Marba* nylon hose vendor to dispense Citation brand of nylons; cabinet

## LETTERS TO THE EDITOR

### *Saw Veteran's Letter*

To the Editor: I happened to be reading in your December issue and came across the letter written to you by a veteran who was contemplating going into the coin machine field. He was seeking some guidance beforehand. You were good enough to oblige him with a copy of your folder, "So You Want to Enter the Coin Machine Business."

My situation is pretty much the same. A pamphlet of that sort would answer a lot of questions for me and help me to make a more sensible decision.

May I presume upon your good nature to send me a copy of this pamphlet and any other material now available? It would be very much appreciated, I assure you.

—H. H., Bronx, N. Y.

### *Hears About THE REVIEW*

To the Editor: I am anticipating going into the coin machine business, and learned of your publication through a friend of mine. I would very much appreciate a sample copy.

I would also like to insert an advertisement in the publication to enable me to purchase some machines through your subscribers.

—K. R., Brooklyn, N. Y.

# 1949's Finest Premium fo
# boards, Shuffleboard Tournam
# LUG-A-BAR

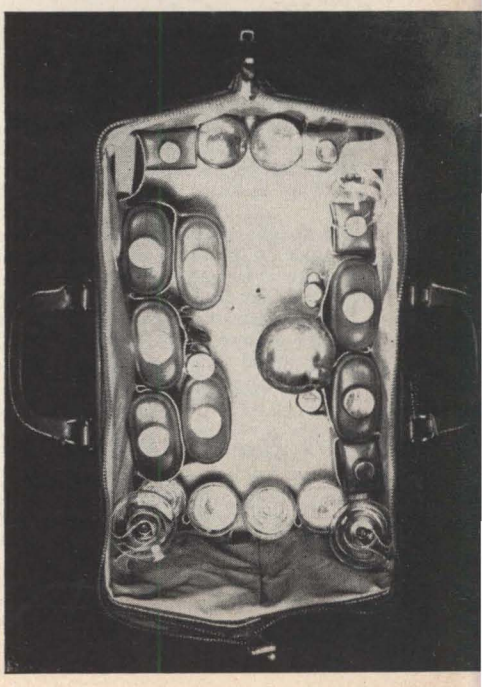
## Pleases the Eye - - - - and the Taste!

HERE is the answer to your quest for something ne and sensationally different to bolster interest in you premium operations. As a deluxe award on salesboards or for Shuffleboar Tournaments, high score of the week, etc., LUG-A-BAR has no equal. Patron immediately recognize the LUG-A-BAR as a practical gift for year 'round us Built by master craftsmen of the finest top-grained leather the LUG-A-BAR a handsome piece of luggage. Interior is finished in liquid-proof material an outfitted with the highest quality accessories as shown on the opposite pag Each piece fits conveniently into provided slots which hold them secure an still permits room for items of wearing apparel, toiletries, etc. To see it is t want it—truly a lush item to be used repeatedly and treasured over the year For sportsmen, vacationists, travelers, business men—in fact everyone wan a LUG-A-BAR of their own!

## Beautifully Outfitted with an Amazing Array of Top Quality Entertainment Accessories

The interior of LUG-A-BAR sparkles with the beauty of the carefully chosen accessories. Bottles and jars are of frosted glass and marked with text letter identification. Metal caps are highly polished and gold in color. All of the needed facilities for making almost any mixed drink are included. Here is the list of contents:

- 1—Pint Bottle for Bourbon
- 2—Pint Bottles for Scotch
- 1—Pint Bottle for Rum
- 1—4-Ounce Bottle for Sweet Vermouth
- 4—4-Ounce Chaser Glasses
- 3—Cocktail Glasses
- 1—3-Ounce Jar for Olives
- 1—Pint Size Chrome Cocktail Shaker
- 1—Stirring Spoon
- 1—Bottle of Aspirin
- 1—Deck Playing Cards
- 2—Pint Bottles for Rye
- 1—Pint Bottle for Gin
- 1—4-Ounce Bottle for Dry Vermouth
- 1—4-Ounce Bottle for Grenadine
- 4—1½-Ounce Measuring Glasses
- 1—4-Ounce Bottle for Lemon
- 1—3-Ounce Jar for Cherries
- 1—Bottle Opener
- 1—Container of Muddlers
- 1—Bottle Bromo Seltzer
- 1—Favorite Mixed Drink Recipe Book



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CUSTOM-DESIGNED ESPECIALLY FOR YOU! Dimensions: 10" wide x 20" long x 10" high. Heavily re-enforced construction. Shipping weight, 18 pounds.

## Be the FIRST in Your Territory to PROFIT from Using this Unique Trade Stimulator!

### CLIP AND MAIL YOUR ORDER NOW!

**$85.00**

**IN LOTS OF FIVE OR MORE**

**SINGLE SAMPLE $99.50**

**F.O.B. DETROIT, MICH. FACTORY**

NOTICE: LUG-A-BAR is subject to an excise tax $11.74 on bag and contents. Please remit this amount for each unit ordered, or send signed statement that purchase is for resale and you will collect and remit tax. California orders add state sales tax.

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**Fltzroy 8269**

Specialties Division,
COIN MACHINE REVIEW,
1115 Venice Boulevard,
Los Angeles 15, Calif.

_____ 1949

I am enclosing herewith a remittance of $_____ for which please ship me, f.o.b. Detroit factory:

_____ Sample LUG-A-BAR @ $99.50 ..... $_____

plus excise tax $11.74 each ..... $_____

_____ LUG-A-BARS @ $85.00 ..... $_____

Excise tax on _____ units @ $11.74 $_____

**TERMS**

**Cash with order. No open accounts and no COD's. We guarantee safe delivery and complete satisfaction.**

Ship to _____

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Street _____

City _____ Zone _____ State _____

finished in two-tone green, or two-tone brown combination; vends two shades, one in four sizes and the other in five sizes; displays sample hosiery over paper that gives true color; operates on four quarters, selling hose at one dollar per pair; recommended for transient spots, schools, hospitals, industrial plants, large offices and office buildings, train, bus and airport terminals, neighborhood shoe stores; commission suggested 5 to 10 per cent; hose offered at $9.50 per dozen net.

Availability: Firm reports now shipping and increased production also scheduled soon.

**NATIONAL SERVICE ASSOCIATES,** 1530 Chestnut St., Philadelphia 2, Pa.—A device designed for outdoor locations, dispensing a suntan lotion; dispenser called *Sunstan* lotion vendor, manufactured by Stan Manufacturing Co., King of Prussia, Pa., and distributed nationally by NSA; dispenser sprays one ounce of a patented lotion (controlled by manufacturer) through a nozzle under 60 lbs. pressure, which atomizes the spray; device is 60 in. high, 19 in. wide and 16 in. deep, weighing 105 lbs.; one gallon of lotion, priced at $6.80, will serve about 175 customers, to take in $12.80 or more. The firm plans other vendors.

Availability: Machine said to be in production now and regional distributors are being appointed.

**UNITED MANUFACTURING CO.,** 3400 N. California Ave., Chicago 18, Ill.—A 5-ball novelty replay game called *Show Boat*, offers flipper control buttons, replay button; described by manufacturer as having an action-packed playfield and eight ways to score replays; bumpers are said to allow player ample use of flipper action; field has two sets of bumpers, one set permitting player to spell name of the game and second set having numbers; game permits unusually high score up to a possible 5,000,000 points.

Availability: Production reported at full rate.

**UNIVERSAL INDUSTRIES, Inc.,** 5737 N. Broadway, Chicago 40, Ill.—A twin-head multiple coin play machine called *Arrow Bell;* console type cabinet with bell play features; odds values multiply with each coin inserted; progressively increased scoring feature; also offers a "wild arrow" feature that adds to excitement; nickel and quarter heads are standard, and any combination of 5-10-25 cent play may be had; attractive cabinet, play field and backboard, with colorful lights.

Availability: Manufacturer reports delivery now, and production schedule also being increased.

WESTERN SHUFFLEBOARD CO., 2307 W. Pico Blvd., Los Angeles 6, Calif.—A scoreboard for shuffleboard tables, with the trade name *Western;* a wall type electric board using dime coin chute; two-tone wood frame, 31 in. high by 23 in. wide; attractive scoring board in three colors, for two to four plays, registering up to 21 games; can be used with all makes boards, tested for nine months on location; list price $149.50.

Availability: Production under way.

**SOURCE BOOK**
**REVISIONS**
**Feb. 15 - April 1st**
**WILL APPEAR IN**
**THE NEXT ISSUE**

# BARGAIN Mart

**10c PER WORD, MINIMUM $2.00**

**No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.**

**CIGARETTE AND CANDY VENDING Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack** parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

**NEW AND PRECISION REBUILT** LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

**SANITARY NAPKIN MACHINES** Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (OND-C)

**SCALES WANTED** Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

**CIGARETTE MACHINES FOR SALE** All makes, all models, completely overhauled and refinished. We buy cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish Street, Philadelphia 4, Pa. EVergreen 6-4244. (J-P)

**BARGAIN FOR QUICK SALE** 20 Latex Vendors, plus enough merchandise to return $1080.00, when vended at 25c each. In original crates. Make quick offer. 502 Mining Exchange Building, Denver, Colorado, or write E. R. Jones, P2-899 Bayo Vista, Rodeo, California. (FMAM-P)

**GLOBES** for Asco Hot-Nut machines, 90c each in lots of four. Full cash with order; F. O. B. San Diego. SAN DIEGO NUT SUPPLY, 854 Union St., San Diego, Calif. (A-P)

**SALESMAN WANTED** There may be an opening in your territory selling Alpha musical instrument accessories, full or part time. Get our proposition to live wire salesmen. ALPHA DISTRIBUTING CO., 1025 North Highland Avenue, Hollywood 38, Calif. (A-C)

## CIG. OUTLOOK

*(Continued from Page 48)*

question for them. If a location wants a particular brand, they are always glad to put it in. So, to operators the competition among brands is a matter of general interest, and it all helps to build up consumer demand.

In a general review of the various points that enter into the cigarette vending outlook at the present time, all may be considered definitely favorable, but with one exception. There is a general question about how much employment will drop in factories during the year, or how much the average work week will be cut. Also, as the future of trade in taverns, restaurants and other locations. Cigarette operators have this one problem to face as the year moves ahead.

If factories and other cigarette locations can keep on the upward side, cigarette operators will share in the gains. Or, they will share in the reverses also.

**COIN WRAPPERS** Coin Counting Machines. Tubular 1c, 5c, 10c, 25c, 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, $1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books $1.00 per dozen. Coin Counters: Hand and Electric models from $85 and up, all guaranteed. HECHT NIELSEN, 1322 Congress St., Chicago 7, Illinois. Tel. HAymarket 1-1088. (TF-C)

**ADVANCE SANITARY NAPKINS** and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

**DECALCOMANIA TRANSFERS** Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

**5c CANDY VENDING MACHINES** like new, overhauled and repainted. 2 Vendits (with base) $45.00 each; 5 Rowes (8 column) $85.00 each; 10 U-Select-It (Model 54) $30.00 each; 10 U-Select-It (Model 72) $35.00 each; 3 Vendall (8 column) $90.00 each. 30% deposit required with order, balance C.O.D. ILLINOIS MECHANICAL CANDY SALES, 1148 W. Van Buren St., Chicago 7, Illinois. (MAM-C)

**YOU CAN NOW BUY** All Victor, Silver King and Northwestern machines on time payment. Twenty weeks to pay. Write for details. ROY TORR, Box D, Lansdowne, Pa. (12*C)

**CHARMS—LOWEST PRICES** Charms double, treble profits in bulk vendors. Write quickly for free samples. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDERS, 105-4 Dewey St., Brillion, Wisc. (A-C)

**MULTIPLE STAMP MACHINE FOLDERS—** for Shipman as low as 24c per thousand. Write for samples and prices. R. FLATTO, 17 West 60 St., New York City. (A-P)

**FREE MULTIPLE STAMP FOLDERS** with national advertising given with each order. Immediate delivery. Write for details. UNIVERSITY PRESS, 655 6th Avenue, New York 10, N. Y. (A-C)

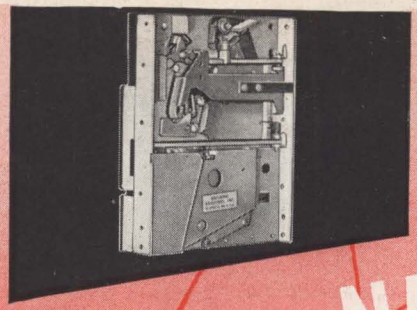
**DIGGERS** Exhibit Iron Claws, Merchantman, Buckleys, Erie hand operated, Mutoscopes, Roll Chutes, Exhibit Rotary Merchandisers, Mutoscope Magic Fingers. We also buy, sell or exchange diggers. NATIONAL, 4243 Sansom, Philadelphia, Pa. (A-P)

**PLASTIC CHARMS** $4.75 quality for $3.75 thousand, postpaid, full cash with order. Free samples for 3c stamp. SAN DIEGO NUT SUPPLY, 854 Union St., San Diego, Calif. (AMJ-P)

**FOR SALE** Two Douglass Model B Automatic Shoeshiners. Good condition. Price, $265.00 each, F. O. B. Indianapolis. JOHN J. RECK, 1402 W. 34th St., Indianapolis 23, Ind. (A-P)

## #200 4-IN-1 REJECTOR

Opens new fields for vending machine design! A National First! Handles 4 *different* coins! Through *one* coin entrance. Separates, exits through *different* channels. Accepts dimes, pennies, nickels, quarters!



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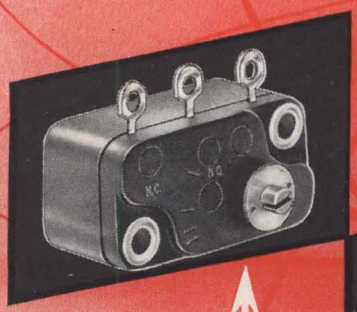
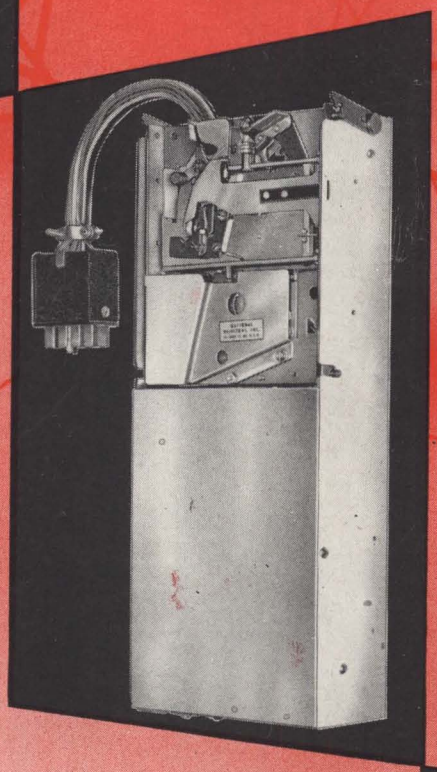
## 4 more new marvels of engineering perfection!



## #5100 SPDT SWITCH

Smallest electric switch with SPDT circuit! Features increased return-force! Cannot be actuated by abuse. Long-life construction improvements. Interchangeable with previous National switches.



## #3900 VARIABLE SALES DEVICE

Electrically operated to vend *any* price, 5¢ on up! You can have *one* or *more* prices. Changeable *on location*. Size: same as popular National Changemaker.

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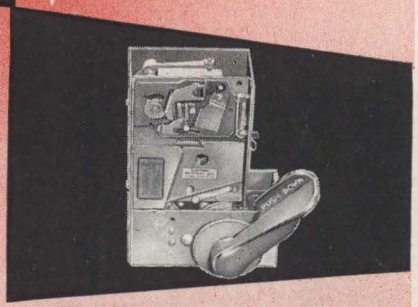

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